

COMET

BIRTHDAY CAKE PROTEIN POWDER

FEATURING
ARRABINA®

CASE STUDY



Protein & Fiber, A Hunger Crushing Duo

Consumers are busy! They need convenient, on-the-go options that align with their nutritional goals. Protein shakes are consumed regularly as a quick meal replacement or snack to keep hunger at bay. The combination of protein and fiber provides even greater benefits and longer satiety.

64%
of nutritional
drink consumers
look for high
protein options.*

90%
of supplement
users are familiar
with protein
powder.***

Consumers who
want positive
nutrition consider
fiber and protein
to be a powerful
combination.**

4 in 5
say “My digestive
health is important
to me.”****

*Kantar Profiles/Mintel, January 2023

**Hartman Fiber Occasions, 2019

***ITC insights 2022 Consumer Supplement User Survey

****HealthFocus International, 2020

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Contact Our Sales Team:

info@comet-bio.com | comet-bio.com

Arrabina® Fits Every Formulation Need:

Multiple
grades of
fully-soluble
powders

Heat & acid
stable

Low
viscosity
& neutral
mouthfeel

Low serving
size for
prebiotic
claim*

Tested in
20+
applications

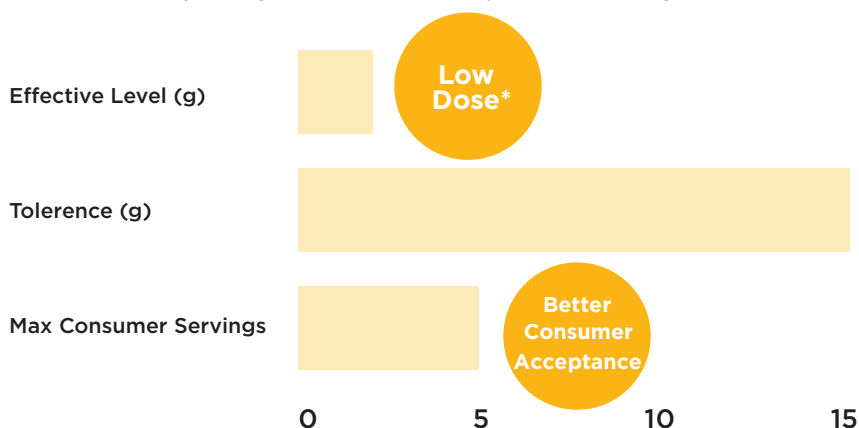
Challenge:

With an ever-expanding selection of protein powders on grocery store shelves and Amazon, brands need to step up their game to stand out.

One winning strategy is introducing protein powders with additional functional benefits, such as prebiotic dietary fiber for improved gut health. As inflation continues to rise, this approach presents a smart way to offer consumers added value precisely when they need it most. Unfortunately, many dietary fibers are difficult to add to existing formulations and can cause bloating or GI distress.

Solution:

Arrabina makes it easy to formulate protein powders that are high in fiber and taste great, making it a treat rather than a chore to consume protein and fiber. The fully soluble powder boasts excellent stability in solution and no gritty texture. In addition, Arrabina is gentle on the stomach. Clinical trial results prove that even when 15 grams are consumed, there are no negative GI symptoms including bloating and gut discomfort. Though multiple servings can be consumed at a time, Arrabina is a low-dose prebiotic dietary fiber with only 3.6 grams needed to promote the growth of bifidobacteria.*



*Damen, et.al., 2012; Chen, et.al., 2021; Walton et al. 2012; Windey et al., 2015; François et al., 2014; Maki et al., 2012; Collins et al., 2023
**Oliver Chen, Traci Blonquist, Kristen Sanoshy, Kathleen Kelley, Eunice Mah, The Effect of Arabinoxylan on Gastrointestinal Tolerance in Generally Healthy Adults: A Randomized, Placebo-Controlled, Crossover Study, > Volume 5, Issue Supplement 2, June 2021, Page 304.

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Better Nutrition Labels

Arrabina® provides prebiotic fiber benefits.

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Nutrition Facts

servings per container

Serving size (189g)

Amount per serving

Calories 190

% Daily Value*

Total Fat 5g 6%

Saturated Fat 2g 10%

Trans Fat 0g

Cholesterol 90mg 30%

Sodium 90mg 4%

Total Carbohydrate 15g 5%

Dietary Fiber 0g 0%

Total Sugars 4g

Includes 2g Added Sugars 4%

Protein 22g

Vitamin D 0mcg 0%

Calcium 150mg 10%

Iron 0mg 0%

Potassium 240mg 6%

*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

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Protein 22g

Vitamin D 0mcg 0%

Calcium 158mg 10%

Iron 0mg 0%

Potassium 239mg 6%

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