

COMET

ARRABINA® & BREAD

CASE STUDY



Consumers Want a Slice of Better-For-You Bread

Today's consumers seek bread that delivers not only great taste and texture but also is nutrient-dense with natural ingredients. Incorporating prebiotic fiber offers an easy way for bread makers to enhance the nutritional value of their products while tapping into the growing functional foods market.

24%

of US category users aged 18-34 would be inclined to increase their packaged bread intake if there were more options that supported digestive health.*

1 in 4

consumers look at health attributes when purchasing bread products**

50%

of consumers consume or want to try products that support digestion & gut health.***

<1 in 10

American Adults are getting enough dietary fiber.****

*Mintel GNPD, May 2019-April 2023

**Innova Market Insights, Category Insider: Global Trends in Bread and Bread Products (May 2023)

***Mintel, Functional Ingredients in Food and Drink - US, February 2023

****American Society for Nutrition

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Contact Our Sales Team:

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Arrabina Fits Every Formulation Need:

Effective at
low
inclusion
levels*

Fully soluble,
light-colored
powder

Heat &
acid
stable

Low
viscosity
& neutral
mouthfeel



Challenge:

Bread is a staple in many diets, enjoyed daily by millions. However, much of the bread available today is heavily processed and contains little to no dietary fiber, leaving consumers searching for healthier options that support their nutritional needs.

Solution:

Arrabina L makes it easy to enhance bread products with prebiotic benefits, delivering better-for-you options without sacrificing flavor, texture or quality. It empowers bakers to create breads that provide digestive health support while maintaining the comforting experience consumers love.

Why Arrabina is The Best Thing Since Sliced Bread:

- ✓ Inclusion rates of 12% or more for bread applications
- ✓ No change in browning, bake time or rise
- ✓ Labeled as "wheat fiber extract"
- ✓ Gluten-free
- ✓ Good Source of Prebiotic Fiber
- ✓ Gentle on the stomach even at 5 or more servings**



*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 enables powerful claims

Bread with Arrabina L

Nutrition Facts

servings per container

Serving size (43g)

Amount per serving

Calories 150

% Daily Value*

Total Fat 0g 0%

Saturated Fat 0g 0%

Trans Fat 0g

Cholesterol 0mg 0%

Sodium 180mg 8%

Total Carbohydrate 32g 12%

Dietary Fiber 4g 14%

Total Sugars 4g

Includes 3g Added Sugars 6%

Protein 5g

Vitamin D 0mcg 0%

Calcium 0mg 0%

Iron 0mg 0%

Potassium 20mg 0%

*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.

Potential On-Pack Claims at This Inclusion Level Include:

- ✓ Supports the growth of beneficial bacteria in the gut*
- ✓ Bifidogenic*
- ✓ NutraStrong™ Prebiotic Verified
- ✓ Supports digestion/digestive health*
- ✓ Supports healthy blood sugar levels**
- ✓ Supports glucose metabolism**
- ✓ Promotes metabolic health**
- ✓ Modulates metabolic homeostasis**



*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
**Hartvigsen et al., 2014a&b, Garcia et al., 2006, Garcia et.al. 2007, Lu et.al., 2000, Lu et.al. 2004, Mbhlilg et al., 2005



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