



### For the good of your health: simply eat more fibre!

The modern diet of the western industrialized nations lacks dietary fibre.

80% of Europeans do not eat enough of this healthy fibre which is absolutely essential for our health.

It is filling - but not fattening - , protects against diet-related diseases such as diabetes, colon cancer and cardiovascular diseases and contributes to the balance of the intestinal flora.

For an easier way to consume more dietary fibre in everyday life, are not only rich in dietary fibre but also super delicious, making it easy for the consumer to ingest many different types of dietary fibre.

#### Benefits at a glance

##### MARKET:

- Digestive health market growth: +330% in 5 years
- Hot topic: strengthening the immune system

##### HEALTH:

- Maximum biodiversity: 10 kinds of dietary fibre from cereals, vegetables and fruit
- Food for the intestinal microbiome
- Superfood: wheat germ concentrate with high spermidine content
- Two registered health claims: intestinal health and strengthening of the immune system

##### APPLICATION:

- High dough yield
- Very good dough and processing properties
- Very good proofing stability
- Outstanding volume of baked goods
- Long fresh keeping
- Excellent taste
- Extraordinary and distinctive appearance

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# Well-Being

FOR THE DIGESTIVE SYSTEM



## GOOD Fibres 10+1

Baked good with GOOD Fibres 10+1 are superfood from the bakery because these baked goods are rich in fibre and ideal food for our microbiome. 10 different kinds of dietary fibre provide well-being for the digestive system.

# Taking a closer look: WHAT'S INSIDE?

## The Summary

### 10 different kinds of dietary fibre ...



... are food for our microbiome.  
More fibre for a healthy intestinal flora.



... keep the metabolism fit & healthy.  
A healthy intestinal flora strengthens the immune system.



... from cereals, fruit and vegetables.  
Maximum Biodiversity

## An Introduction to Dietary Fibre

Dietary fibre consists of plant components that cannot be broken down by the human digestive system. The latest research findings show us that dietary fibre can do much more than just speed up the intestinal passage. They have a high preventive potential beneficial to our health.

Our intestinal microbiome - also called intestinal flora - consists of about 100 trillion microorganisms, which feed especially on dietary fibre. An impaired intestinal flora weakens the immune system since almost 80% of all immune cells are located in the intestine or in the intestinal mucosa.

Intestinal bacteria are all different and therefore also require different types of fibre as food.

As a rule of thumb, the more varied the dietary fibre mix in our daily food, the better our microbiome is nourished. Unfortunately, this is exactly the problem of our time. Due to a lack of low-fibre food, some of the starving bacteria eat away at our intestinal mucosa; the protective barrier against pathogens becomes permeable and no longer protects us sufficiently against diseases. This is why it is extremely important for our health that we eat more fibre from a wide variety of sources.

## Health Claims

- Wheat bran helps to speed up the intestinal passage; the positive effect is achieved with a daily intake of at least 10 g wheat bran.
- Zinc contributes to the normal functioning of the immune system.

## General Information

- Make sure you eat a varied and balanced diet and maintain a healthy lifestyle.

## Nutritional Value Statement

- Rich in dietary fibre

# 10 kinds of fibre for our microbiome + 1 superfood

