Fibre: Communicating the benefits

Carrie Ruxton PhD
Freelance dietitian & health writer
Health claims

- Wheat bran fibre
- Barley grain fibre
- Oat grain fibre
- Sugar beet fibre
- Rye fibre
- Arabinoxylan
- Chicory inulin
- Non-digestible CHO
- Hydroxypropyl methylcellulose
- Alpha-cyclodextrin
- Oat/barley beta-glucans
- Pectins
- Resistant starch

Gut health
Blood sugar control
Dental protection
Maintenance & reduction cholesterol
What can you say legally?

<table>
<thead>
<tr>
<th>Approved text</th>
<th>Suggested alternative</th>
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</thead>
<tbody>
<tr>
<td>Contributes to:</td>
<td>Help keep your digestive tract in good working order</td>
</tr>
<tr>
<td>An increase in faecal bulk</td>
<td>Gut friendly</td>
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<tr>
<td>An acceleration of intestinal transit</td>
<td></td>
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<tr>
<td>Normal bowel function by increasing stool frequency</td>
<td></td>
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<tr>
<td>Consumption as part of a meal contributes to a reduction of the blood glucose rise after that meal</td>
<td>Keeps blood sugar levels stable</td>
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<tr>
<td>Induces a lower blood glucose rise after consumption compared to sugar containing foods/drinks</td>
<td>Helps control blood sugar levels after meals</td>
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<tr>
<td>Contributes to the maintenance of tooth mineralisation</td>
<td>Tooth friendly</td>
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<tr>
<td>Lower/reduce blood cholesterol</td>
<td>Can help reduce high blood cholesterol</td>
</tr>
<tr>
<td>Maintenance normal cholesterol</td>
<td>Helps maintain normal cholesterol levels</td>
</tr>
</tbody>
</table>
Betavivo

crispy oat heart cereal

Original Swedish Formula

Cholesterol
Oat beta-glucan has been shown to reduce blood cholesterol.
High cholesterol is a risk factor in the development of coronary heart disease.

Blood Sugar
Consumption of beta-glucan from oats as part of a varied diet contributes to the reduction of the elevated glucose rise after that meal.

15 servings (1 per day)
345g

Smile
new and yummy –
toothfriendly chocolate

chocolate not only your teeth will love

Fibregum™
All-natural soluble fiber

How much Liv do I need to eat?

= 3g Oat beta-glucan

2 portions a day (equating to 3g of beta-glucan) actively lowers LDL cholesterol levels

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Conditions of use

• Make sure your product meets these – they are specific to the claim
• For many, the product needs to qualify as ‘high’ in fibre (6g/100g)
• Or contain a specific amount of the target fibre ingredient
• Other wording is often required on label e.g. relating to cholesterol as a risk factor
Consumer insights

- Understand that fibre is ‘desirable’
- Not specifically looking for it on labels – sugar/fat more important
- Some interest in buying higher fibre products.

Over last 5 years, Scotland take home shopping baskets are getting healthier

Kantar 2016

Cutting back on sugar creates greatest interest...

Despite Fat being the key indicator for ‘unhealthy’ foods for adults, low sugar products are of greater interest...

Food & Drink products that would be of interest:

Grocery Eye 2015