

Survey - What do people know about food additives and more specifically Acacia Gum?

Alland & Robert, an international leader in acacia gum, asked the polling organisation Toluna to carry out a survey in the UK, Germany, Japan and the USA regarding their nutritional knowledge, in particular regarding acacia gum. The responses were both surprising and unexpected!

More than 58% of British people always read food labels before purchasing

58.47% of the 1,000 British people surveyed confirmed that they consistently read food labels before buying a product (35.36% do it occasionally). Moreover, **more than 65% recognise that the letter E represents a food additive.**

However, the question concerning the origin of these food additives proved to be more difficult. In fact, almost 40% are unaware that food additives can be either natural or chemical, and 32.77% wrongly believe that food additives are solely chemical!

Acacia gum (also known as Arabic gum) is a 100% natural additive and sap exudate taken from an incision in the acacia tree trunk. In addition to the product's natural origin, the harvest – carried out in the Sahel countries in Africa – is also natural.

Guaranteed pesticide and GMO-free, acacia gum also functions as an emulsifier and a stabilising agent and is used in many applications:

- **Confectionary (chewing gum, sweets, sugared almonds...)**
- **Fizzy and soft drinks**
- **Bakery goods and pastries**
- **Dairy products and ice cream**
- **Health products**
- **Snack foods**



49% of British people asked are unaware of the practical uses of acacia gum. Furthermore, only 22.41% know that it is present in bread while on average, over 42% of Americans are aware of this.

...And almost 46% prefer products which are a source of fibre

45.62% of the British survey respondents are particularly drawn to food products that are rich in fibre (although in Germany this figure is even higher at 65.45%!). However, more than 82% aren't aware that acacia gum is a very fibre-rich dietary additive! Furthermore, the acacia gum producer Alland & Robert ensures at least 90% fibre content.

As a source of fibre, acacia gum has many advantages, including: resistance to acidity and heat, no side effects nor intestinal troubles, low in calories, and a very low glycaemic index, as well as scientifically-proven prebiotic effects.

Homemade bread recipe with acacia gum



Ingredients for a classic sandwich bread (for a dough of 1.3 kg)

- 741 gr of wheat
- 432 gr of water
- 40 gr of yeast
- 40 gr of sucrose
- 40 gr of butter
- 14.4 gr of salt
- 24 gr of acacia gum

Preparation

- To make the dough: In a large bowl, combine the flour, yeast, salt and acacia gum. Add the water, sucrose and butter and stir until all ingredients are blended. If you can, transfer the dough to a greased surface and knead it for 5 to 10 minutes, or blend the dough using an electric food processor.
- Cover the dough with plastic wrap and let the dough rest and rise at room temperature until puffy. It can take from 2 to 6 hours depending on the warmth of your kitchen.
- Transfer the dough on a work surface. Depending on the dough, add a little bit of oil or flour so that the dough will not stick to your hands. Shape the dough into the shape you want, preferably a log.
- Place the dough in a greased loaf pan, large enough to hold it once cooked. Cover the pan with a cooking wrap, and allow the bread to rise for about 60-90 more minutes, until it's grown about 2-3 centimeters (or 1 inch) above the edge of the pan. The dough should spring back slowly when poked with a finger.
- Preheat your oven to 180°C (or 350°F) at least 30 minutes prior to baking the dough.
- Remove the plastic wrap and bake the bread for 30 to 45 minutes, until it's beautifully browned. Test it for doneness (you can measure the bread's temperature with a digital thermometer - it should be 90°C (or 190°F) at the center).
- Remove the bread from the oven, and cool it on a rack before slicing.

To order acacia gum in just a few clicks, go to [Amazon.co.uk](https://www.amazon.co.uk)

About Alland & Robert

Created in 1884, Alland & Robert is a family company based in Normandy, France. The company is an international leader on the acacia gum market, an entirely natural additive or ingredient mainly used in the agri-food industry, the pharmaceutical company and the cosmetics. In 2016, Alland & Robert generated a turnover of 40 million euros, of which 86% globally in 69 countries through 37 distributors. The society tripled its turnover in 10 years, and pursued its progression to increase its capacities (about 15 million euros in 10 years). The company employs 70 people on 3 sites in France: 2 factories located in the departments of the Eure, in Port-Mort and Saint-Aubin-sur-Gaillon, and its Parisian site where are based the company's leading and commercial teams.

For more information: www.allandrobert.com

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