

Survey - What do people know about Acacia Gum and its benefits ?

Alland & Robert, an international leader in acacia gum, asked the polling organisation Toluna to carry out a survey in the USA, UK, Japan and Germany to find out just how much they know about acacia gum. The responses were both surprising and unexpected!

Nearly 43% of Americans know what acacia gum is...

71.5% of the 1000 Americans surveyed confirmed that they read food labels before buying a product. Likewise, almost 88% believe that they have a good understanding of the ingredients listed on the labels. This is an excellent result in comparison with the Japanese, as 'only' 53% believe that they have an understanding of products' nutritional information.

Also according to the survey results, 42.7% of Americans are aware that acacia gum is a natural additive. Almost half of them (42.1%) know that it is present in bread as well as drinks (45.9%). However, very few of them (29.1%) know that it is also found in cosmetic products.

Acacia gum (or Arabic gum) is a natural additive and sap exudate, as it is taken from the trunk of acacia trees. In addition to the product's inherent naturalness, the harvest – carried out in the Sahel countries in Africa – is also 100% 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**



...But 77% don't know that it's a source of fiber!

Only 23% of Americans realize that acacia gum is a source of fiber (39.4% wrongly think that it is a source of sugar!) The results of the UK survey were no better since over 82% didn't know that it is a source of fiber. As for those interviewed in Germany, more than 90% of them were unaware of this benefit!

Have no doubt, acacia gum is an excellent source of fiber. Furthermore, the acacia gum producer Alland & Robert guarantees at least 90% fiber content.

As a source of fiber, acacia gum has many advantages, including: acidity and heat resistance, no side effects nor intestinal problems, **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.

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

For any media enquiries, please contact:

Sayuli Nishioka – Cohn & Wolfe

T: +33.1.49.70.43.68

sayuli.nishioka@cohnwolfe.com