



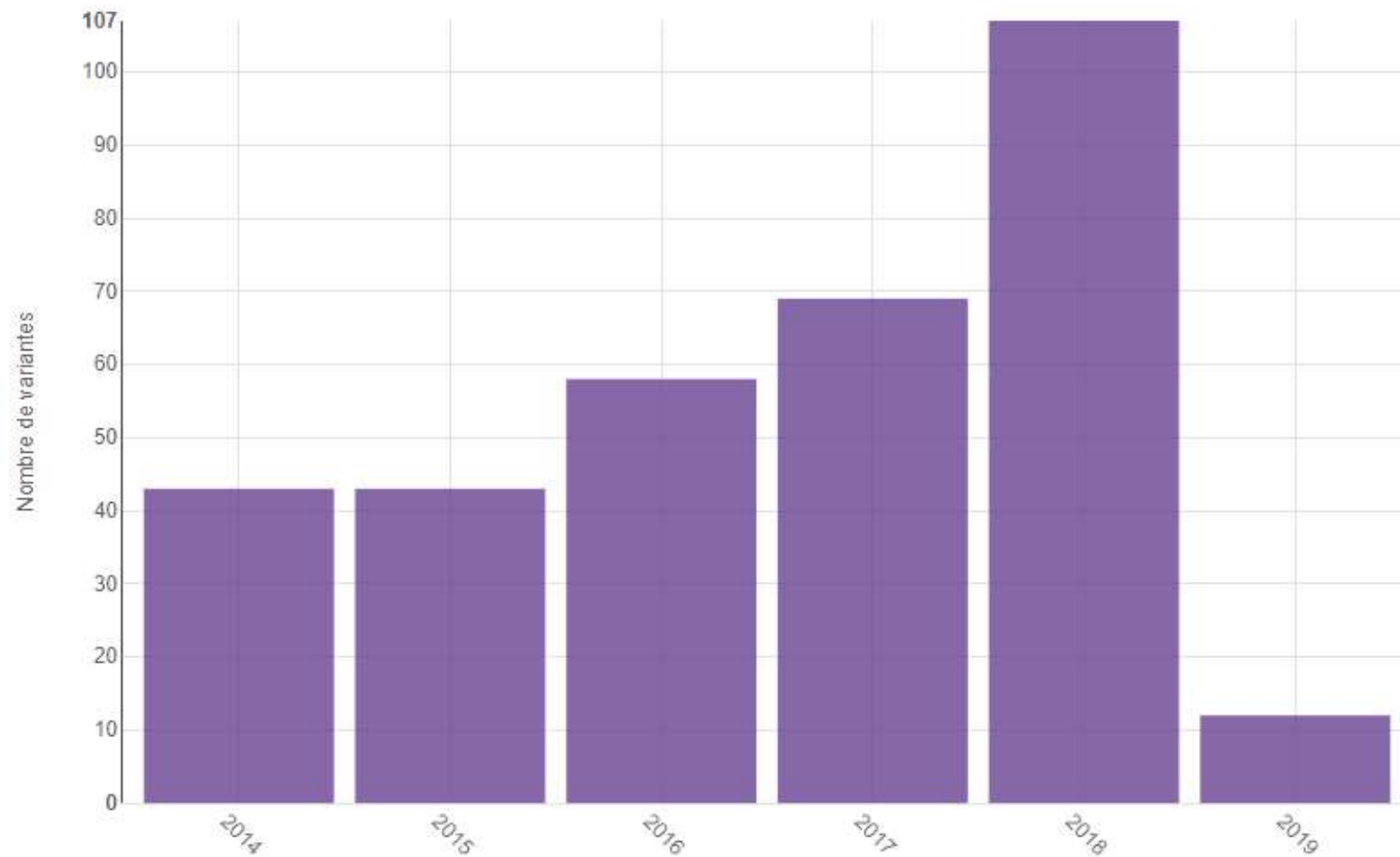
ALLAND & ROBERT

Since 1884

ACACIA FIBER

Product launches with Acacia Fiber *ALLAND & ROBERT*

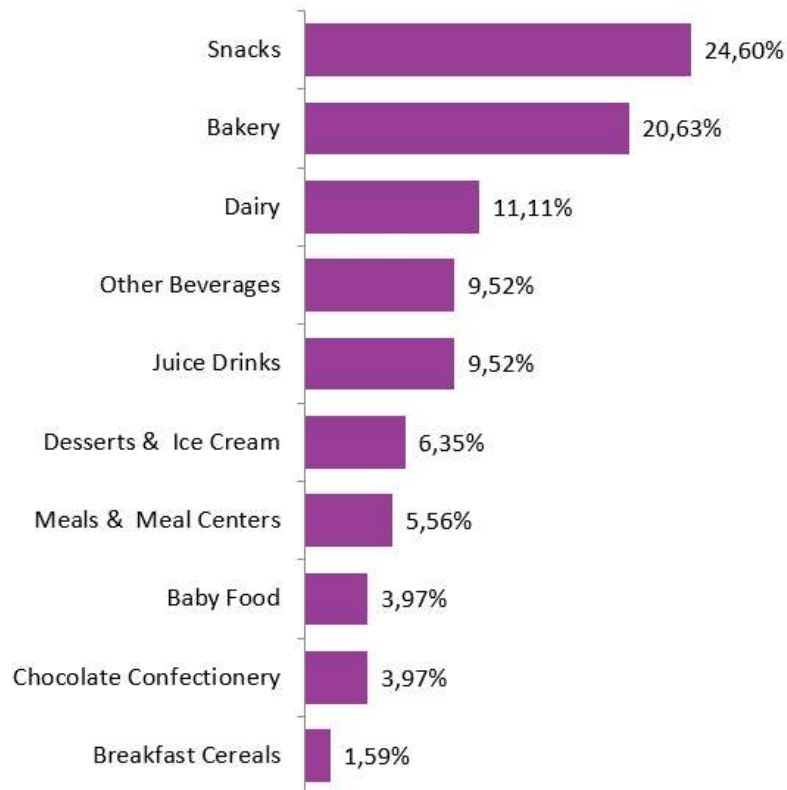
Worldwide / 2014-2019



Where is Acacia Fiber used?

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Categories of product launches with Acacia Fiber



Heathy snacks (health & wellness bars) and bakery products (dietetic biscuits) represent 46% of all new launches since 2010.



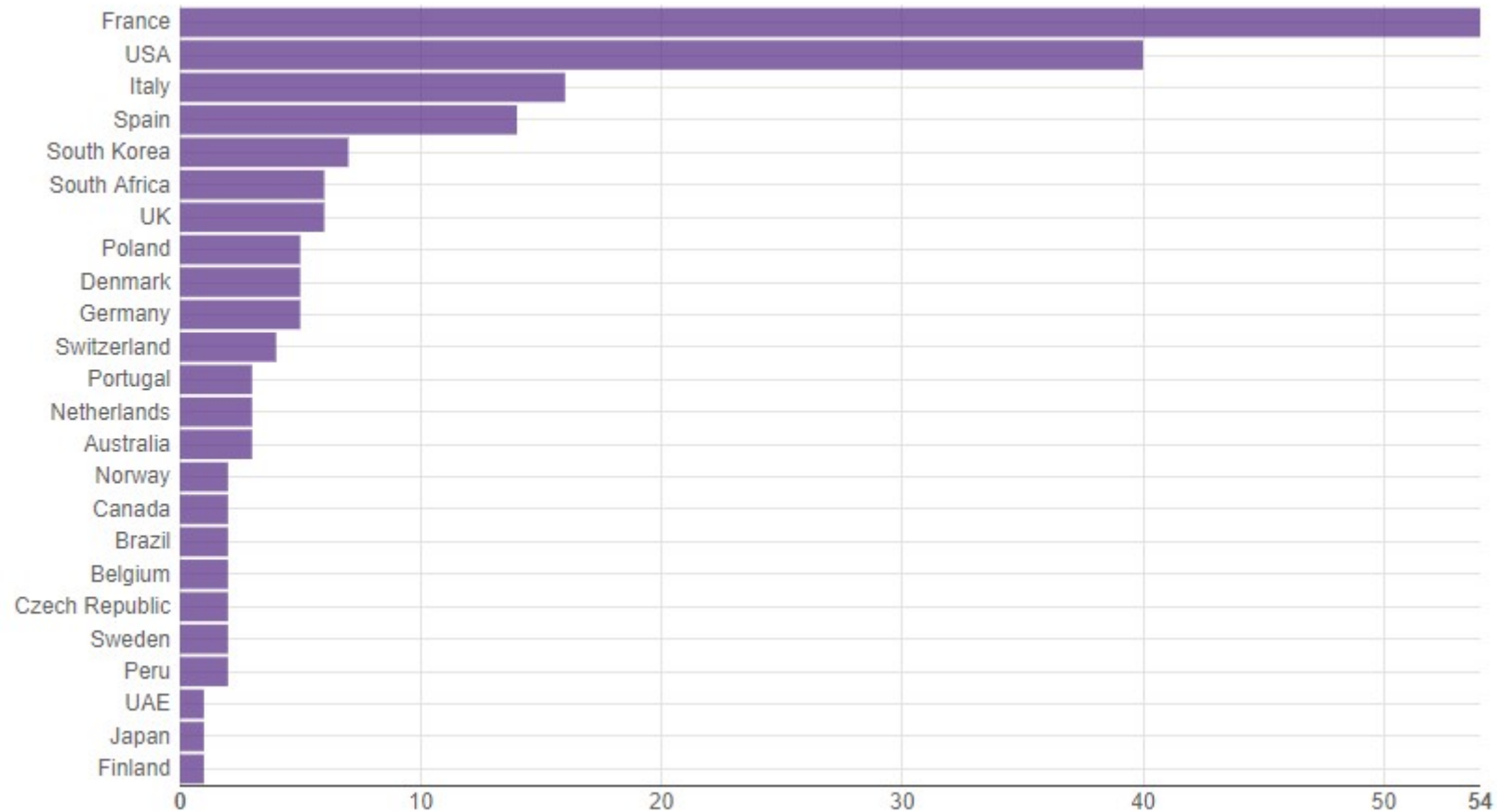
Top vegetable fibres in food and drink – Global
Jan 2010 to date
Source: Mintel GNPD



Where is Acacia Fiber used?

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Per country / 2017-2019



Acacia Fiber: often used in blends

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Sarialis – Bicercentury, Spain

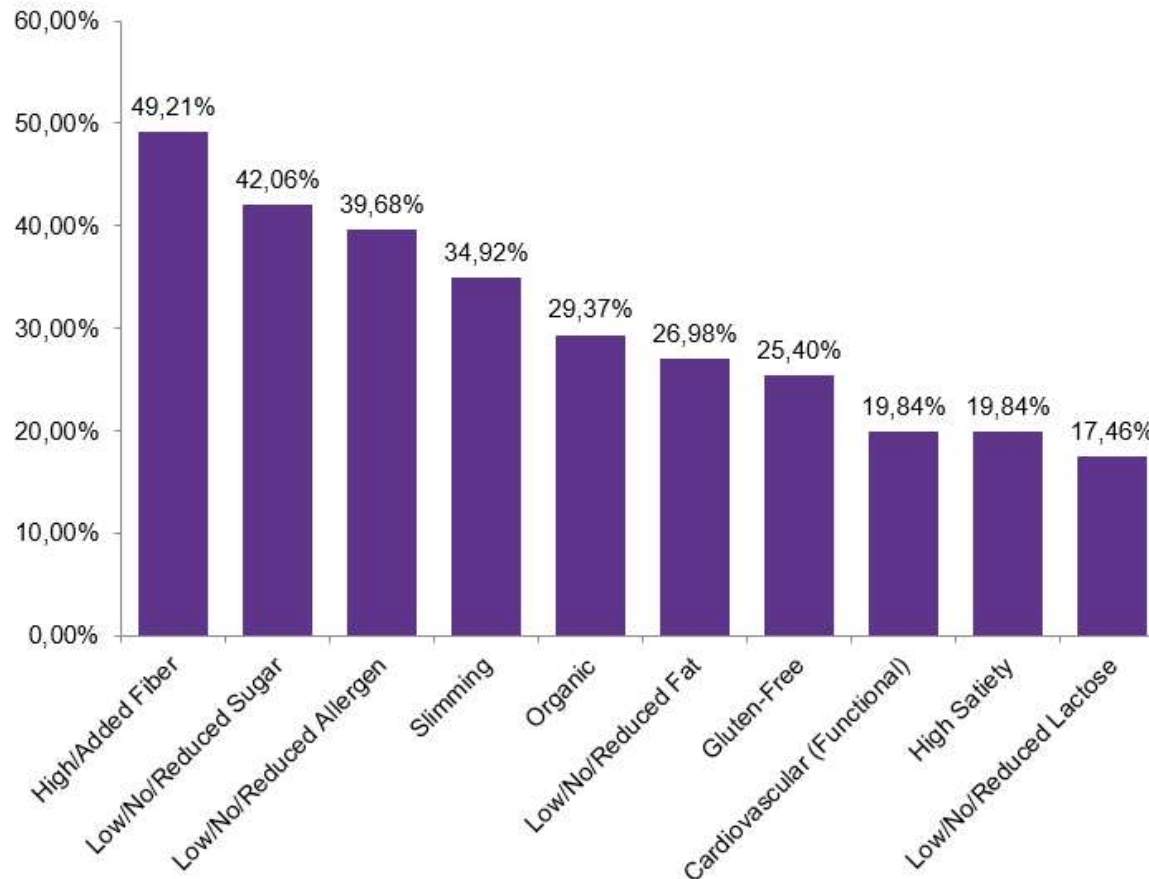
Ingredients:

unsweetened dark chocolate (75%) (sweeteners (maltitol, acesulfame-K), cocoa mass, cocoa butter, emulsifier (soy lecithin), flavor), cereals (21%) (corn flour, rice flour), **dietary fiber (pea fiber, acacia fiber, bamboo fiber)**, emulsifier (soy lecithin), salt, vitamins (vitamin A (retinyl acetate), vitamin D (cholecalciferol), vitamin E (DL-alpha-tocopherol acetate), vitamin B1 (thiamin hydrochloride), vitamin B2 (riboflavin), vitamin B3 (nicotinamide), vitamin B6 pyridoxine hydrochloride, vitamin B9 (pteroylmonoglutamic acid), vitamin B12 (cyanocobalamin), biotin (D-biotin), pantothenic acid (calcium D-pantothenate))



Positioning of products

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Top claims in food and drink product that contain acacia fibre – Global
Jan 2010 to date
Source: Mintel GNPD

Product containing acacia fibre are heavily positioned on the health and wellness platform.

50% are claiming to be high in fibre

42% are low in sugar

25% are gluten-free (acacia as an alternative to wheat fibre?)

29% are organic (need for organic acacia fibre?)



Fiber stepping in as sugar substitute

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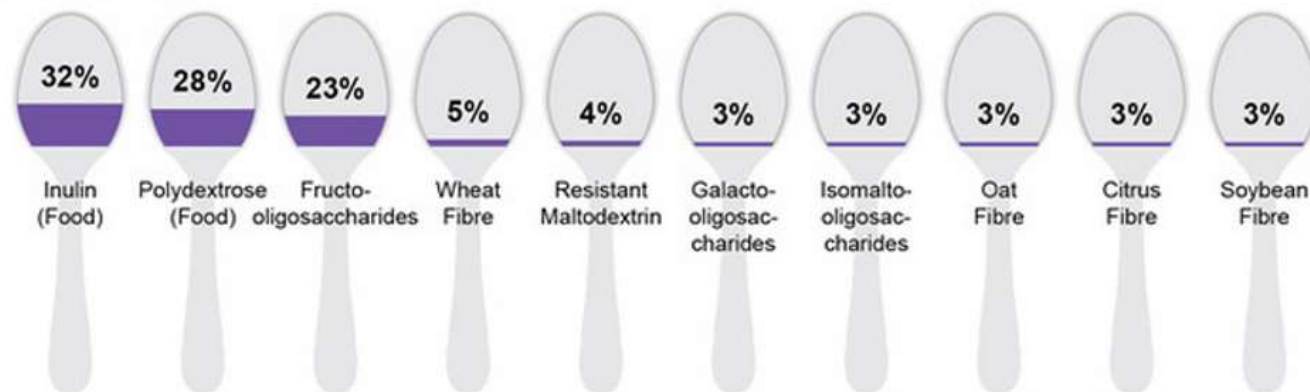
Potential for acacia fiber?

- Conventionally fibre fortification is all about **enriching the nutritional profile of products**.
- However, more recently manufacturers are turning to fibre more for other **functional reasons**.
- Fibre as a partial **sugar replacement strategy** is a relatively recent development and although still very niche in product applications, using fibre as a sugar replacer is gaining traction.

Type of fibre used in launch of low/no/reduced sugar products containing fibre, 2013 – 2014*

Note: 2014 includes January to April

Source: Mintel GNPD



Less sugar, more goodness

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- The recent focus of low/no/reduced sugar launches is **less about the sugar reduction and more about positive benefits a product has to offer.**



Belvita breakfast biscuits contain 30% less sugar than the average biscuit and a range of different fibres including polydextrose. (France)



Quinoa cookies contain 55% less sugar than other biscuits and hold a high fibre claim, by using chicory fibre (fructo-oligosaccharides). (France)



Nestlé cereal has reduced its sugar content from 35.2g to 28.8g per 100g. However, it also promotes its calcium and wholegrain content and mentions its full taste. (Aus)

MINTEL