

Promovita GOS® increases fibre and reduces sugar in your product

Apart from its prebiotic properties, Promovita GOS can be classified as a fibre. In order for a manufacturer to label the product as 'contains fibre' or 'high fibre content' the final product needs to contain at least 3 g or 6 g of fibre per 100 grams.

Another way to claim fibre or 'high in fibre', can be achieved through a fibre content of 1.5 g per 100 kcal or 3 g per kcal respectively. This is especially applicable when Promovita® is used to improve a low calorie product, such as a 'light' soft drink

Below is a list of potential applications of Promovita GOS based on standard product recipes:

Cereal bar:

Cereal Bar pr. 100 g	Standard Product	Contains Fibre	High Fibre Content
Calories	415 kcal	415 kcal	403 kcal
Total Fat	10 g	10 g	10 g
<i>Saturated Fat</i>	5.4 g	5.4 g	5.4 g
Sodium	0.18 g	0.18 g	0.18 g
Total Carbohydrate	75 g	75 g	75 g
<i>Dietary Fibre</i>	2.7 g	3 g	6 g
<i>Sugars</i>	35 g	34.7 g	31.7 g
Protein	4.8 g	4.8 g	4.8 g
Promovita® GOS	-	0.7 g	7.5 g



In the above example the Promovita® GOS has replaced some of the sugar that was already added to the product. Inclusion of GOS in this fashion relies on the sugar being replaceable in the recipe. It is noted that the sweetness of GOS is different to that of sugar and that Promovita® GOS must be tested in the application to accurately reflect changes to the perceived sweetness of the product.

Light soft drink:

In the example below, as little as 0.3 g of GOS justify to 'contains fibre' claim and 0.6 g to 'high fibre content' claim.

Light Soft Drink pr. 100 g	Standard Product	Contains Fibre	High Fibre Content
Calories	10 kcal	11 kcal	11 kcal
Total Fat	0 g	0 g	0 g
<i>Saturated Fat</i>	0 g	0 g	0 g
Sodium	0 g	0 g	0 g
Total Carbohydrate	0.8 g	1.1 g	1.4 g
<i>Dietary Fibre</i>	0 g	0.17 g	0.34 g
<i>Sugars</i>	0.8 g	0.93 g	1.06 g
Protein	0 g	0 g	0 g
Promovita® GOS	0%	0.3 g	0.6 g



Breakfast cereals:

Promovita® GOS can also be used to gain a competitive advantage in products that are already bought and consumed for their high fibre content, exemplified below by a bran based cereal.

Adding in Promovita® GOS gives you the ability to make a reduced sugar claim.

In the example below less than 10 g of the sugar has been replaced by GOS.

Bran Based Cereal pr. 100 g	Standard Product	30% Less Sugar
Calories	1513 kcal	1481 kcal
Total Fat	3.2 g	3.2 g
<i>Saturated Fat</i>	0.5 g	0.5 g
Sodium	0.35 g	0.35 g
Total Carbohydrate	63 g	63 g
<i>Dietary Fibre</i>	15 g	19.2 g
<i>Sugars</i>	14 g	9.8 g
Protein	12 g	12 g
Promovita® GOS	0%	9.6 g



Promovita® GOS can also be used to turn a low fibre cereal into an appealing alternative for the consumer who wants a fibre containing product, but finds the bran product has a 'dense' mouthfeel.

In the example below the GOS has been applied partly as a frosting, indicating the versatility of Promovita® GOS.

Puffed Rice Cereal pr. 100 g	Standard Product	Contains Fibre	High Fibre Content
Calories	395 kcal	396 kcal	412 kcal
Total Fat	0 g	0 g	0 g
<i>Saturated Fat</i>	0 g	0 g	0 g
Sodium	0.16 g	0.16 g	0.16 g
Total Carbohydrate	75 g	77.6 g	84.7 g
<i>Dietary Fibre</i>	0 g	3 g	6 g
<i>Sugars</i>	4 g	3.8 g	7.7 g
Protein	2 g	2 g	2 g
Promovita® GOS	0%	6.8 g	13.7 g

Standard yoghurt drink:

Adding Promovita® GOS to your yoghurt drink allows you to make both a fibre and a reduced sugar claim. Also a 'high fibre content' may be achievable, although it should be considered whether the content would exceed the recommended daily dose of 15 g/day.

	Standard Product	Contains fibre
Calories	156 kcal	135 kcal
Total Fat	1.2 g	1.2 g
<i>Saturated Fat</i>	0.7 g	0.7 g
Sodium	0.1 g	0.1 g
Total Carbohydrate	12.4 g	12.4 g
<i>Dietary Fibre</i>	0.3 g	3 g
<i>Sugars</i>	9.1 g	6.4 g
Protein	2.3 g	2.3 g
Promovita® GOS	0%	6.2 g

