WHAT IS DRIVING THE SATIETY TREND?  

The result is more product launches with a satiety-related claim.*

**References:**

1. New Nutrition Business - 2015
2. DuPont/Lindberg research: Consumer attitudes to fiber in AU, BR, DE, F, IT, UK and USA, June 2011-February 2012
4. Mintel GNPD. Launches in Bakery (bread, cakes, savory) with claims as stated, Europe, Middle East and Africa
5. DuPont/Lindberg research: Consumer attitudes to fiber in AU, BR, DE, F, IT, UK and USA, June 2011-February 2012

WHAT DO CONSUMERS READ ON PRODUCT PACKAGING?**

For example, front of pack claims work best when communicating a fiber message to consumers.

**References:**

1. Gioscia V, Coughlan N. Understanding the differences between fibre and sugar claims on nutrition labelling: A systematic review. Food Policy. 2015 Apr 1;50:123-32.

SATIETY IS A GREAT BAKERY OPPORTUNITY

Bakers can use fiber and protein combinations to target the healthy living trend and give consumers a benefit they can feel.

**References:**


Visit www.bakeryperformance.com to find out how we work with bakery solutions for long-lasting fullness. Or call your local sales representative.