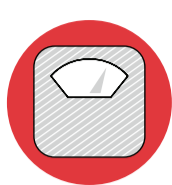


DUPONT NUTRITION & HEALTH

Bakery solutions that keep you full all day

WHAT IS DRIVING THE SATIETY TREND? ¹



WEIGHT WELLNESS

People prefer lifestyle change to strict regimes



PROTEIN

High-protein foods are linked to weight management



SNACKIFICATION

Busy consumers need on-the-go options

MANY CONSUMERS ALSO CONSIDER FIBER IMPORTANT - BUT STILL LACK IT IN THEIR DIET ²

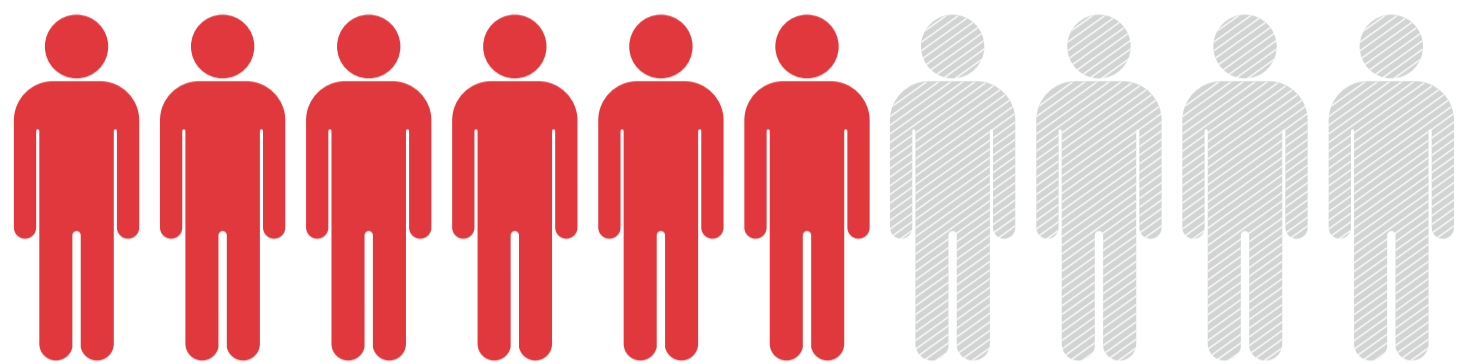
Western Europeans consume only

67% - 70%

of the recommended 25g/day



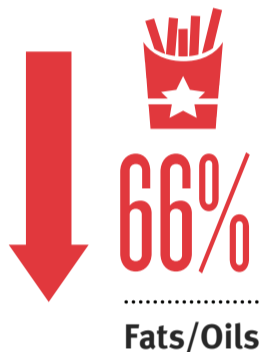
6 in 10 people wish to increase the amount of fiber in their diets, recognizing benefits for digestive health, weight loss and blood cholesterol



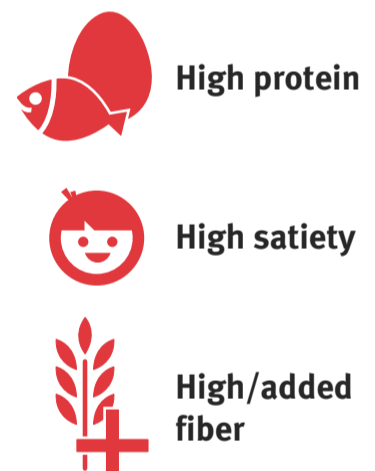
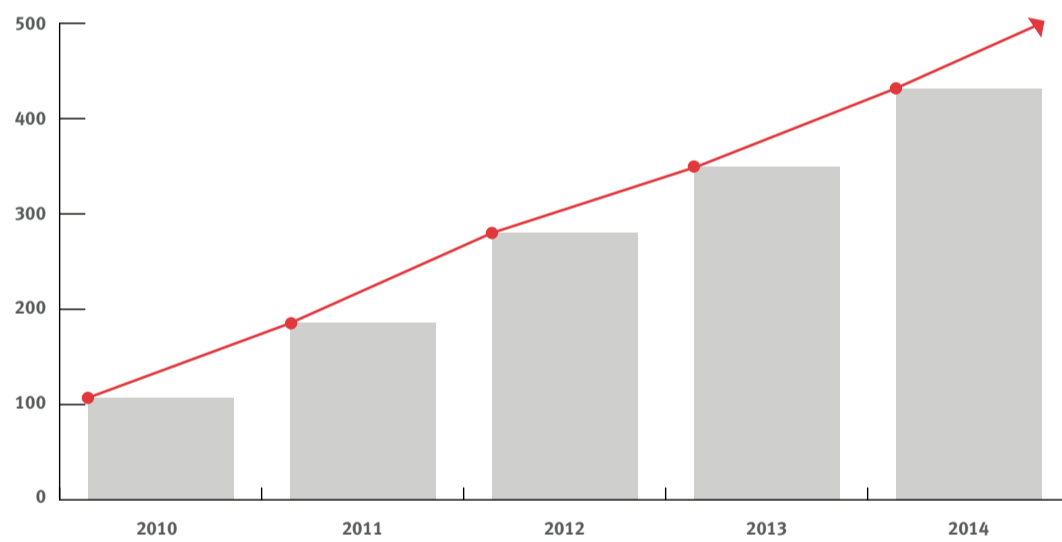
CONSUMERS GENERALLY WANT AS MUCH FIBER AND PROTEIN AS POSSIBLE ³



while limiting sugar and fats/oils



THE RESULT IS MORE PRODUCT LAUNCHES WITH A SATIETY-RELATED CLAIM ⁴



WHAT DO CONSUMERS READ ON PRODUCT PACKAGING? ⁵



76%
Label / packaging

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



52%
Ingredients list

SATIETY IS A GREAT BAKERY OPPORTUNITY

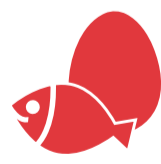
Bakers can use fiber and protein combinations to target the healthy living trend and give consumers a benefit they can feel.

Scientific studies show: ⁶

- A delay in the onset of hunger and reduced energy intake at a later meal
- A corresponding reduction in fat and sugar, creating healthier options
- A tendency towards slower energy release
- Possibilities to encourage healthier eating habits



Fiber



Protein



Satiety
Weight wellness

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

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

³ Datamonitor, 2013 Consumer Insights Survey, 24 Countries, N=25,322

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

⁶ Larsen TM, Dalskov SM, van Baak M, et al. Diets with high or low protein content and glycemic index for weight-loss maintenance. The New England journal of medicine 2010;363:2102-13.

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Stürmer W KE, Kasper H, Schrezenmeir J, . Favourable glycaemic effects of a new balanced liquid diet for enteral nutrition - Results of a short-term study in 30 type II diabetic patients. Clin Nutr 1994;13::221-7.

Tsai AC, Vinik AI, Lasichak A, Lo GS. Effects of soy polysaccharide on postprandial plasma glucose, insulin, glucagon, pancreatic polypeptide, somatostatin, and triglyceride in obese diabetic patients. Am J Clin Nutr 1987;45:596-601.