

ADM/Matsutani LLC

FIBERSOL®-2 SHOWCASES THE LATEST FIBER-FORTIFIED NEW PRODUCTS DURING IFT 2009 TRADESHOW

IFT attendees who stopped by booth #2731 saw the latest fiber-fortified new products to hit the market. All featured the premier slow fermentation soluble dietary fiber, Fibersol®-2, which has been shown in clinical studies to help support digestive health.

Great tasting prototypes were sampled throughout the day. Mornings at the Fibersol®-2 booth featured fiber-fortified muffins and afternoons brought crowds in search of the delicious chocolate-coated ice cream bars, which featured Fibersol®-2 in both the ice cream and the chocolate coating.

Visitors of the new Fibersol®-2 booth also found out about a new low calorie solution to increase the fiber content and nutritional value of virtually any food and beverage product without affecting the taste or adding unwanted texture.

Fibersol®-2 is a highly soluble, clear and transparent solution that offers acid stability, very low viscosity and moisture retention properties. It has very low hygroscopicity and is stable at high temperatures. Fibersol®-2 is the fiber you want in your next formulation because it is tasteless, improves body/texture and offers masking properties while providing the benefits of a good fiber with superior digestive tolerance.

Applications for Fibersol®-2 are nearly limitless, including baked goods, beverages, dairy products, processed foods, dietetic foods and supplements.

The logo for Fibersol-2 features the word "Fibersol-2" in a bold, sans-serif font. The "Fibersol" part is in dark blue, and the "-2" is in a golden-yellow color. Above the letter "i" in "Fibersol", there are three small, vertically aligned dots of the same golden-yellow color. A registered trademark symbol (®) is located to the upper right of the "-2".

For further information, contact:
ADM/Matsutani LLC
500 Park Blvd., Suite 1240
Itasca, IL 60143
Phone: 217.451.4377
Fax: 630.250.8725
E-mail: info@fibersol2.com
Web: www.fibersol2.com