



Fibersol<sup>®</sup>-2

*...it's the fiber they want*



**Fibersol-2**  
*it's the fiber you want*

The current Daily Reference Value (DRV) for total dietary fiber is 25 g per day (typical 2,000 calorie per day diet). In the U.S., more than 75% of adults do not meet the DRV for dietary fiber. So providing consumers a way to add more fiber to current diets yet retain full sensory appeal of the foods they eat is critical.

When American consumers were asked if their diets were healthy more than 1 in 5 described their diets as either not very or not at all healthful. 67% stated that they are making an effort to improve the healthfulness of their diet. The ones most willing to adapt their diet were women and those concerned with weight. The main reason for making changes to diet was to improve overall well being and to lose weight.

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American consumers agree that some specific foods and beverages can provide health and wellness benefits. When asked if they consume or if they were interested in consuming foods and beverages that provide the following health benefits consumers responded as follows:

92% maintain overall health and wellness

91% improve physical energy or stamina

86% improve digestive health

85% diminish the effects of current health problems

84% reduce the risk of getting specific diseases

85% provide you with a feeling of fullness for a longer period of time than other foods and beverages

American consumers are also concerned with the amount and types of carbohydrates they consume with 77% trying to consume more fiber.

67% of Americans said they are interesting in reading or hearing about the relationship between food and health. When asked what factors influence purchasing decisions and what information is useful on food labeling and the nutrition facts panel 84% cited taste as a factor and 62% cited healthfulness, with 52% stating that they used the fiber information on the nutrition facts panel.

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So while consumers are interested in food and beverages that can improve their health, even the most health-conscious consumer doesn't want to give up taste. But you can meet consumers' needs for a great-tasting product with fiber and your needs for an easy-to-use fiber ingredient with Fibersol-2. And Fibersol-2 digestion resistant maltodextrin is backed by a technical support team that understands ingredient technology and is committed to providing application solutions for you!

With Fibersol<sup>®</sup>-2 you can increase the dietary fiber content – and nutritional value – of practically any food, beverage and powdered supplement. In fact, you can meet consumers' DRV for fiber (25 grams) by using Fibersol-2 digestion resistant maltodextrin in your applications. And even at significant levels, Fibersol-2 doesn't affect the taste or viscosity. Fibersol-2 digestion resistant maltodextrin can be incorporated into all types of beverages, processed food, cultured dairy products, frozen dairy desserts, confections, dietary supplements in every form and much more.

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