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November 2012

Fibre more important than calories according to latest BENEEO research figures

New research results from leading functional ingredients manufacturer, BENEEO, show that consumers now consider fibre intake more important than calorie counting.

Following research carried out amongst 4,000 consumers in the UK, Germany, Poland, and Spain this summer, findings have shown that although fat and sugar reduction still remain the key considerations for consumers, fibre is now seen as more important than calorie counting and salt reduction.

When asked to prioritise what they thought was important to them, 67% of respondents from all of the countries replied that they tried to limit fat intake and 63% tried to limit sugar intake. 62% thought it was important to eat enough fibre. This is compared to the 56% of respondents that felt that calorie reduction was important and the 55% who saw salt reduction as key. These results highlight the trend in perception amongst European consumers from a calorie counting mentality, towards a fibre focus.

Myriam Snaet, Market Research Manager at BENEEO comments: "The survey brought up some interesting results. In particular, we are seeing UK consumers placing high importance on ensuring that they are achieving their recommended daily fibre intake levels. With 66% replying that they do care about their fibre consumption, significantly higher than the overall percentage for all four countries, we can see that the US trend for all things fibre is steadily entering Europe, with the UK as the trendsetter."

Myriam continues: "The results of our European fibre research clearly show the increasingly high importance that consumers are placing on fibre within their diet. We are very confident that consumers' interest in fibre enrichment will continue to grow, as will their drive to reduce sugar and fat in their daily diet. With this in mind we are well placed to help food producers create recipes with increased fibre. At the same time, sugar and fat content can be reduced thanks to our naturally derived dietary fibres, inulin and oligofructose which also act as sugar and fat replacers."

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In addition:

1. Research details: BENEEO conducted consumer research in four European countries (UK, Spain, Germany and Poland) on the perception of fibre, with a representative sample of 1,000 consumers in each country (so in total 4,000 consumers have been consulted). The survey was conducted in July 2012 by Insites, an external consumer research agency with offices in Belgium, the Netherlands, UK & US.
2. For further details and insights on the consumer research Myriam Snaet, Market Research Manager, BENEEO, is available for briefings during HIE in Frankfurt this year.
3. EFSA recommendation for fibre intake: 25g/day. The authority is linking a higher intake of dietary fibre with benefits, such as bowel function, diabetes prevention and management, cardiovascular health (lowering cholesterol and blood pressure), and weight management.

Source: EFSA, Dietary Reference Values for carbohydrates and dietary fibre. EFSA Journal 2010; 8(3):1462 [77 pp.]. doi:10.2903/j.efsa.2010.1462

About BENEEO

BENEEO offers functional ingredients derived from chicory roots, beet sugar, rice and wheat. BENEEO is the ideal partner to help improve a product in its nutritional and technological characteristics. Key nutritional benefits are 'less fat', 'less sugar', 'less calories', 'added fibre', 'gluten-free' and dairy alternatives as well as energy management, digestive, bone and dental health. Key technological benefits focus on taste and texture improvements. Through a unique chain of expertise, including the BENEEO-Institute that provides decisive insights into nutrition science and legislation, and the BENEEO-Technology Center that consults in application technology, BENEEO actively supports customers in the development of more balanced and healthy food products.

BENEEO is a division of the Südzucker Group, employs almost 900 people and has production units in Belgium, Chile, Germany and Italy.

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