

# DIGESTIVE WELLNESS.

YOUR KEY INGREDIENT FOR HEALTHY BRAND GROWTH.

i2S

HEALTH & NUTRITION™



Ingredion

# The Low FODMAP wave is coming fast!

Proactive brands using Low FODMAP ingredients can win with consumers and retailers alike.

## What are FODMAPS?

Consumers are looking for foods that taste great and are easy to digest.

However, many snack foods (baked goods, cereals and bars) are high in certain short-chain carbohydrates called **FODMAPs**, which can trigger occasional digestive discomfort.

Consumers have started to see the connection, which has turned many away from the foods they love.

### FODMAP stands for:

- Fermentable
- Oligosaccharides
- Disaccharides
- Monosaccharides
- Polyols

It's hard to say and even harder to digest!

## Win big with consumers.

When consumers learn about the digestive benefits of a Low FODMAP diet, **more than half say** they would buy Low FODMAP-certified foods<sup>1</sup>.

### And that's your opportunity.



"Would you buy Low FODMAP products?"



"A Low FODMAP diet is good for overall health and wellness."

<sup>1</sup>Ingredion Proprietary Study, U.S. consumers who agree or strongly agree, September 2019 n=768.

## Now, success can be baked right in.

With Ingredion's **Low FODMAP certified** dietary fibers **VERSAFIBE™ 1490** and new **NOVELOSE® 3490**, we make it easy to retain existing consumer appeal while meeting the rising demands of new consumers.

By replacing white flour with Ingredion's dietary fibers, consumers can enjoy their favorite snacks again — yours.

And that's without changing flavor, texture or color of your products.

Best of all, **VERSAFIBE™ 1490** and **NOVELOSE® 3490** dietary fibers are non-GMO.

## Partner with Ingredion to launch your Low FODMAP product line.

Contact your Ingredion representative or visit us online to learn more.

**1-800-713-0208**  
**INGREDION.US/LOWFODMAP**



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NEED A PLANT PROTEIN SOLUTION?

Ingredion's **VITESSENCE® Pulse 1803** pea protein isolate is now Low FODMAP certified!

## VERSAFIBE™ 1490 and NOVELOSE® 3490 dietary fibers are Low FODMAP certified!

Only products that have formally applied to Monash University's Low FODMAP certification program may claim to be Monash Low FODMAP certified. The application process to Monash University includes undergoing lab analysis to confirm FODMAP compliance. **Learn more at [monashfodmap.com](http://monashfodmap.com)**



MONASH UNIVERSITY  
LOW FODMAP  
CERTIFIED™