



What if you could help your customers moderate their sugar intake while increasing their fibre intake?

Coated Cereals REBALANCE™

Breakfast cereals positioned for lower fat and sugar as well as higher fibre contents are most likely to encourage purchase. Over 70% of European consumers are willing to pay more for those benefits.*

Our Coated Cereal REBALANCE™ concept offers:

- A **30% sugars reduction** in comparison with standard recipe
- A **'high in fibre' claim** thanks to STA-LITE® Polydextrose resulting in a serving with 6 grams of fibre
- No compromise on taste, texture or visual appearance
- Excellent bowl life

STA-LITE® Polydextrose is a 1 kcal/gram soluble fibre that is very well tolerated, has a low glycaemic response and when used to replace sugar helps to lower blood glucose rise after meals.** It is also clean-tasting and easy to use.

Our REBALANCE™ formulation service helps manufacturers reformulate for less fat, sugars, calories and salt, without compromising taste.

Contact our team for more information:

Tate & Lyle Innovation Centre

T: +33 (0) 328 777 000

F: +33 (0) 328 777 198

E: solutions.e@tateandlyle.com

W: www.tateandlyle.com

NUTRITION INFORMATION

Per 100g
Coated Cereals REBALANCE™:

Energy_____337kcal
Protein_____5g
Carbohydrate_____73g
Of which sugars_____24g
Fat_____1g
Of which saturates_____0g
Fibre_____17g
Sodium_____420mg

Per 100g
Full sugar standard recipe:

Energy_____393kcal
Protein_____5g
Carbohydrate_____91g
Of which sugars_____36g
Fat_____1g
Of which saturates_____0g
Fibre_____1g
Sodium_____416mg