

# Fibre boosting confectionery

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**Scientific research suggests that dietary fibre plays a role in appetite and body weight regulation, helps reduce the risk of type 2 diabetes and cardiovascular disease, and helps improve gut health. However, this superfood tends to be overlooked. UK consumers are hitting only 60% of their recommended intake of 30g of fibre a day.**

A recent survey of Leatherhead Food Research's consumer database found that (39%) people want more fibre in their foods and drinks, indicating that consumers may be waking up to the importance of fibre and are looking for products which help them incorporate it into their diets.

Confectionery may not be a traditional vehicle for delivering fibre, but some

companies are incorporating it into their products either as a way to help with sugar reduction or to make a fibre claim. Regulations differ worldwide on the health claims products can make, so it is important to seek expert advice prior to making any claims.

This month's column takes a look at some recent launches worldwide containing dietary fibre.

## Road Crew Crunch Toasted Coconut Turn (USA)

This is described as a collision of rich dark chocolate,



raisins, rice puffs, toasted coconut and pretzels. Whilst the product does not make any fibre claims, it contains fructan and bamboo fibre and provides

2g of dietary fibre per 28g serving.

## Hacendado's Gummies with Pear (Spain)



Made with natural fruit, the apple-based product contains citrus fibre and provides 2.65g of dietary fibre per 50g portion. The packaging does not feature any fibre claims, however.



## Fruit-tella Duo Gummies with Fruit Juice (Netherlands)

They comprise strawberry, lemon and orange

flavoured gummies made with natural colourings and flavourings. Containing polydextrose and oligofructose, the product provides 10g of fibre per 100g. Whilst the pack doesn't make any fibre claims, it does make a 30% less sugar claim.

## SmartSweets Fruity Gummy Bears (Canada)



Claimed to be naturally sweet and high in fibre, providing the same amount of fibre as six servings of vegetables. Containing

soluble dietary fibre (tapioca) and chicory root fibre, the sweets contain 24g of fibre and 2g of sugar per 50g pack.



## LighterLife Fast Light Bites Chocolate Cookie Caramel Flavour Bar (UK)

It makes 'high in fibre' and 'source of protein' claims. Containing inulin, oligofructose and polydextrose, each 30g bar provides 11.2g of fibre, 1.5g of sugars and 99 calories.

## Balance Dark Pistachio Belgian Chocolate (France)



Made with sweeteners (maltitol) and contains no added sugar. Containing inulin, the product makes a 'high in fibre' claim, providing 13g of dietary fibre per 100g.

## MaxSport Royal Protein Rich Noir Chocolate Truffles (Czech Republic)



Gluten-free protein balls coated in dark chocolate. Containing oligofructose and 9g of dietary fibre per 100g, the product also makes a 'high in fibre' claim.

## Glico Libera's Bitter Chocolate (Japan)

This contains indigestible dextrin, which the manufacturer claims inhibits



the absorption of fat and sugar in the body. Each 50g serving contains 9.1g of dietary fibre and 5g of indigestible dextrin.