

Jennifer Stephens

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Sent: Wednesday, January 24, 2018 1:05 PM
To: Jennifer Stephens
Subject: 2018 January Fiberstar Newsletter

Fiberstar 2018 January Newsletter: 2018 Food Trends, Pacific NW IFTs, Low Calorie Biscuit Cookie Application, Commercial Successes

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Newsletter Highlights

- * **Market:** 2018 Food Trends Overview
- * **Industry Events:** Pacific Northwest IFT Supplier's Nights
- * **Sales Tools:** Web Site Distributor Portal
- * **Application Updates:** Low Calorie Biscuit Cookie
- * **Commercial Successes:** Crackers

MARKET TRENDS

Innova Market Insights shared some of their projected trends below for 2018. Each one of these trends gives you an opportunity to talk about Citri-Fi, a multi-functional fiber derived from citrus fruit.

Innova's Top 10 Trends:

1. **Mindful Choices:** Consumers are more conscious than ever about making responsible

food choices, and increasingly want to know what is in their food and how it is produced.

Citri-Fi is a natural fiber made from a clean, patented process using citrus fruit. This natural fiber is non-GMO, gluten-free and allergen-free. Citri-Fi can be labeled as citrus fiber, dried citrus fiber or flour or citrus flour which resonate well with these consumer segments.

2. Lighter Enjoyment: As consumers continue to look for ways to eat and drink more healthily, lightness in terms of alcohol content, sweetness, flavor, texture, or even portion size is increasing its appeal....

Citri-Fi can offer customers a natural way to improve texture of reduced sugar, fat and/or carbohydrate-based foods. The high surface area binds oil and water to provide the functionalities that are missing when ingredients are removed.

3. Positively Processed: As consumers become more concerned about naturalness and minimal processing techniques....

Citri-Fi is a perfect compliment to cleaner food processes. ThinkNatural. Natural. Natural.

4. Going Full Circle:companies and brands will be more resource-smart via developments such as tip-to-tail eating, innovative uses for food waste, and more biodegradable and renewable packaging.

Citri-Fi is a citrus fiber from the citrus juicing industry. There is no better story than the story of this natural fiber which contains a holistic matrix that provides the high water holding, emulsification and gelling properties.

5. Beyond the Coffeehouse:the industry is increasingly using coffee and tea as ingredients and flavors outside the hot drinks and iced tea and coffee subcategories across a wide variety of products as varied as energy bars, yogurt, and jam.

Citri-Fi 125 compliments tea and coffee flavors which are incorporated into many food products. This natural fiber provides moisture retention and texture enhancements to breakfast/nutrition bars, stabilization in yogurts and texture and gelling improvements to jams.

INDUSTRY EVENTS

[2018 Portland IFT Supplier's Night](#)

Portland, OR

February 26, 2018

[2018 Puget Sounds IFT Supplier's Night](#)

Seattle, WA

February 27, 2018

[2018 British Columbia IFT Supplier's Night](#)

Vancouver, CA

February 28, 2018



SALES TOOLS

Fiberstar Distributor Portal:

The Distributor portal contains product specification sheets, application sheets, PowerPoint presentations, sales sheets, webinars, calculators and video demonstrations. If you have sales/marketing tool recommendations, please contact Jennifer Stephens at j.stephens@fiberstar.net

Web Site Portal Access:

www.FiberstarIngredients.com > Distributors Only >
Password: oranges

FIBERSTAR
Enhancing Products...Naturally

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Clean Label, Natural, Highly Functional Fibers Derived from Nature

- Clean Label**
Phosphate Replacement
Higher Yield
- Pectin Replacement**
Cost Savings
- Stabilize Emulsions**
- Egg & Fat Reduction**
- Improve Mouthfeel**
Control Syneresis

★ **Enhancing food performance.**
Citri-Fi, a natural clean label citrus fiber, enhances food texture by managing moisture, improves the nutritional profile and may provide potential cost savings in various food applications.
[Learn more](#)

🍃 **Safe, high-quality products.**
Fiberstar uses a clean and natural patented process to manufacture the Citri-Fi portfolio which improves product functionality alone or within a specialty blend to enhance featured benefits.
[Learn more](#)

👤 **Superior customer service.**
Fiberstar prides itself on excellent customer service, R&D technical service and flexibility to support customers' initiatives.
[Learn more](#)

FOOD APPLICATION

LOW CALORIE BISCUIT (COOKIE) APPLICATION

Market Need:

The market is still demanding low or reduced calorie options in most of the food categories. There are challenges associated with reducing calories which includes compromising the texture, rich mouth-feel, shelf-life and at times sweetness depending on the food product.

Description:

Citri-Fi® 100FG and Citri-Fi 300FG in combination with resistant starches can reduce calories in cookies while maintaining texture and quality over shelf-life. The formulation uses high fiber and low glycemic index ingredients that provide the additional health benefits. In addition, this formulation delivers over 50% reduction in calories compared to a reference control.



Low Calorie Biscuit (Cookie)

Healthy and indulgent

Purpose: To create a tasty biscuit with minimal calories. Citri-Fi's[®] unique texturizing properties make it easier to use a multitude of high-fiber and low-glycemic index ingredients, yet without the texture problems that are often associated with fiber ingredients. Citri-Fi enables formulating of high-fiber baked-food applications that have tender bites and pleasant mouthfeel.

Base Formulation:

Ingredient	Description	Wet Dough Basis	Dry Basis	Caloric Density	Caloric Contribution
		%	%	kcal/100g of ingredient	Kcal/100g of cookie
Wheat Bran	Fine milled	19.7	26.0	187.5	48.8
Isomalt		19.7	26.0	200.0	52.0
Resistant High-Amylose Corn Starch	HiMaize [*]	13.4	17.7	181.8	32.2
Resistant Wheat Starch	Fibersym ^{**} RW	7.8	10.2	60.0	9.9
Fructose	Dry, crystalline	9.2	12.1	375.0	45.4
Wheat Gluten	Vital	2.0	2.6	400.0	10.4
Citrus Fiber	Citri-Fi 100FG ^{***}	1.4	1.9	131.1	2.5
Citrus Fiber with Xanthan Gum	Citri-Fi 300FG ^{***}	1.4	1.9	131.1	2.5
Salt		1.1	1.5	0.0	0.0
Baking Soda	Sodium Bicarbonate	0.1	0.1	0.0	0.0
Water		24.2	0.0	0.0	0.0
Cookie Flavor	(optional)			0.0	0.0
Total		100.0	100.0		203.7

^{*} Hi-Maize[®] is a registered trademark of Ingredion Inc.

^{**} Fibersym[®] is a registered trademark of MSP Ingredients, Inc.

^{***} Citri-Fi[®] is a registered trademark of Fiberstar, Inc.

DISCLAIMER: This application information is to the best of our knowledge true and correct. It is the user's responsibility to ensure that the use of our product is in accordance with specific legal legislation for certain applications in particular states and respect the rights of third parties. Citri-Fi[®] is a trademark of Fiberstar, Inc. registered in the U.S. and other countries.

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COMMERCIAL SUCCESSES

Cracker (Skidmore Sales - U.S.)

Citri-Fi 100FG is being used in a cracker line to improve texture and reduce breakage.

Have a success story to share or interested in other applications? Please contact us at:

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