FERMENTED DAIRY INGREDIENTS

We’ve combined the nutritional goodness of Irish dairy from grass-fed cows with the ancient art of fermentation to create a range of nutritional ingredients that support digestive health.
MORE THAN A GUT FEELING: THE IMPORTANCE OF THE GUT MICROBIOME FOR OUR HEALTH

**IN THE GUT**
- Nutrient metabolism
- Improving gut mobility and function
- Reinforcing gut barrier
- Inhibition of pathogens
- Synthesis of vitamins and hormones

**OUTSIDE THE GUT**
- Immune maturation and maintenance (local and systemic)
- Communication with enteric nervous system
- Affecting circulating blood lipids
- Production and modulation of hormones

**FOCUS ON PERFORMANCE NUTRITION**

Studies support the hypothesis that modifying the microbiota through the use of probiotics and prebiotics could be an important therapeutic tool to improve athletes’:
- Overall general health
- Performance
- Energy availability
- Inflammation and redox levels control
- Immune response when fatigued

**USING ‘GUT MICROBIOME’ TERMINOLOGY IS LIKELY TO ATTRACT CONSUMERS**

The gut microbiome is a hot topic in the media and in science. Using gut microbiome terminology in the digestive health space is increasingly likely to interest consumers. Producers of digestive health products can use dairy and processing techniques as examples, to build naturalness into digestive health products.

**CONSUMER DEMAND DRIVERS**
- HEALTH: BETTER DIGESTABILITY
- EXCITEMENT: FLAVOUR
- TRADITION: MARKETING HERITAGE
- CLEAR LABEL: NATURAL PROCESS

Beyond ‘immediate’ digestive disorders such as irritable bowel syndrome or heartburn, scientific research continues to highlight links between the gut microbiome and many strands of health, from skin condition to body weight, and even mental health.

**CONSUMER INTEREST IS ON THE RISE**

Fermented foods are described as healthy, specially for digestive health. Searches for words like kefir and prebiotics are increasing globally, with dairy products being the most frequently discussed fermented foods.

US consumers indicate digestive health is almost a daily problem.
THE BEST OF TWO WORLDS
INTRODUCING BIFIPRO

WE’VE COMBINED THE NUTRITIONAL GOODNESS OF IRISH DAIRY FROM GRASS-FED COWS WITH THE ANCIENT ART OF FERMENTATION TO CREATE A RANGE OF NUTRITIONAL INGREDIENTS THAT SUPPORT DIGESTIVE HEALTH

HIGH PROTEIN TREND IS NOT A FAD: PRODUCT LAUNCHES CONTINUE

Over the four years to October 2017, global introductions of high protein food and drink have experienced growth of 60%, proving to be one of the highest growing claims categories in food and drink.

FERMENTATION AS A PRODUCTION PROCESS IS BACK IN VOGUE

The process is increasingly recognised for the delivery of health and taste benefits:
- Digestive health properties
- Unique tangy/acidic flavour profiles
- Younger consumers are starting to associate fermented foods with digestive health

STIMULATES GROWTH OF GOOD MICROBES, INCLUDING BIFIDOBACTERIACEAE, IN THE GUT.
THE NEW BIG IDEA
HIGH QUALITY, EASILY DIGESTED, FERMENTED WHEY PROTEIN ISOLATE PRODUCED VIA A NATURAL FERMENTATION PROCESS USING A CULTURE OBTAINED DIRECTLY FROM KEFIR GRAINS

BENEFITS
- Delivers scientifically proven prebiotic promoting properties that positively influence digestive health
- Higher percentage of di- and tripeptides for enhanced absorption and digestibility (versus non-fermented WPI) - may help reduce some of the common side effects of high protein dieting like bloating and gas
- Fermented Whey Protein Isolate contains all the essential branched chain amino acids (BCAAs) required for muscle growth and maintenance
- Produced with milk from grass fed Irish cows
- Suitable for use in many ambient formats: powder, ready to drink & bars

PRODUCTION PROCESS
The growth of good bacteria is achieved with natural fermentation processes. The final product contains bioactives from the fermentation.

RECOMMENDED DOSE LEVEL
The Recommended Dietary Allowance (RDA) for protein is 0.8 grams of protein per kilogram of body weight. This amounts to approximately:
- 56 grams per day for the average sedentary man
- 46 grams per day for the average sedentary woman

Based on the RDA for protein in conjunction with the studies we have completed to date comparing Bifipro Fermented WPI to FOS and inulin, we would recommend a daily intake of 20g of Bifipro with a tolerable upper intake level of 60g.*

* These recommendations are based on our in vitro study results and a literature review and have not been validated through a clinical trial, and do not have an associated claim.

REFERENCES
Kefir improves lactose digestion and tolerance in adults with lactase maldigestion. Herteter SR, Clancy SM. J Am Diet Assoc. (2003), May; 103 (5):582-7
PROVEN RESULTS

Results of the in vitro tests have shown Bifipro produced a higher bifidogenic effect in all four strains of bifidobacteria tested and performed well versus fructooligosaccharides (FOS) and inulin.

BIFIPRO vs OTHER PREBIOTICS

(Bifidogenic Activity: in vitro test model – CFU/ml; based on 20g dose)

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<th>B. longum</th>
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TESTED FOR BIFIDOGENIC PROPERTIES

- All four Bifidobacterium strains tested
- Bifidogenic effect seen
- Fermented WPI gave higher CFU/ml vs non-fermented control
- Performed well versus FOS and inulin

WANT TO FIND OUT MORE?

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