

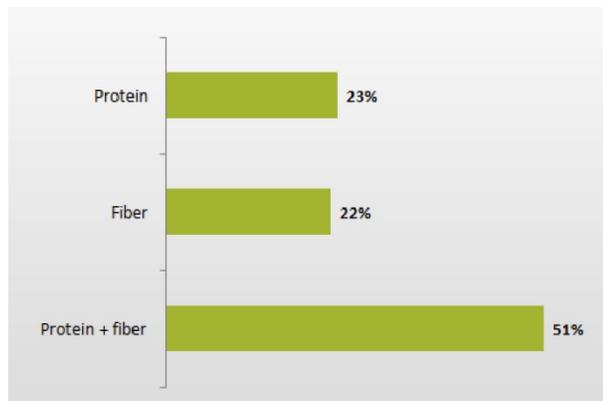
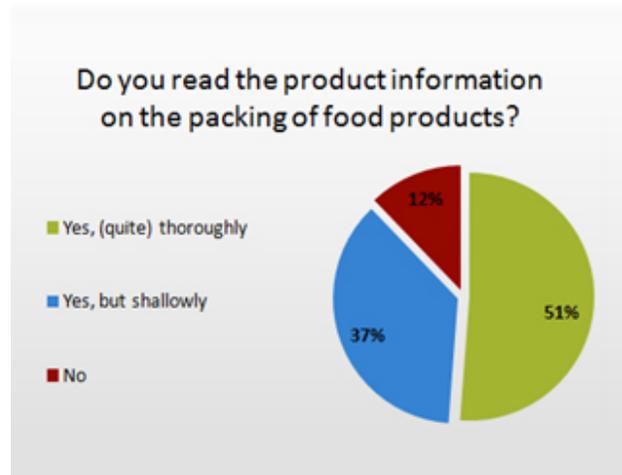
INFORMATION SHEET

US consumers interested in chicory root fiber to improve health

88% of US consumers read at least some of the product information on the packaging of food products.

Half of US consumers (50%) surveyed say the fiber level of a specific food product influences their purchase decision. This is especially true for younger people (<36 years). The main reasons why fiber level influences the purchase decision are that it promotes:

- Adequate fiber intake
- Digestive health
- Feeling of fullness
- Weight management
- Health in general



Protein and fiber on trend

The association between protein and fiber is on trend. 51% of US consumers thinks the combination of protein and fiber makes them feel full for longer. After being introduced to chicory root fiber, two out of three people (67%) were interested in the fiber.

Interest among younger people (<36 years) was high. When asked about different names for the ingredient, chicory root fiber was by far the most appealing name (83%).

While the majority of US consumers (71%) are interested in sugar-reduced food applications such as yogurt, cereals and snack bars, taste is still key. Inspired by inulin, Sensus produces the healthy and innovative food ingredients Frutafit® inulin and Frutalose® oligofructose. These chicory root fiber ingredients are prebiotic soluble dietary fibers that enhance taste and texture while providing significant health benefits, including added fiber, lower glycemic response, and reduced sugar and fat.

Contact us for more information about chicory root fiber research and to take the first step to produce healthy, great-tasting, food and beverage products.