



Health & wellness trend triggers innovation. Serve your coffee with a dash of inner happiness.

Where coffee is commonly seen as a drink to stay focused and alert, the consumer desire to enjoy a healthy lifestyle opens the door to exciting new coffee varieties. Instead of just selecting one's favourite taste, here's an exciting option to choose an extra functional benefit to support a true wellness feeling.

To many consumers worldwide, improving their inner wellbeing, through a better gut health, would be a fantastic bonus. As much as 3 in 4 people are affected by or concerned about their digestive health. Where about every 1 in 4 consumers actively looks for a "digestive solution", another third is interested in the topic because they see it as a way to influence their general mood, inner-strength and even energy levels.

Almost **1 in 5** coffee-drinking American men will pay more for coffee with added benefits

31% of Brazilians would like to see coffee beverages which claim to actively improve digestive health



1 in 4 Western Europeans think coffee has a positive influence on their digestive health

27% of the Chinese thinks a healthy/functional claim fits well with a coffee-based beverage

Orafti® prebiotics: Feel good... from the inside out.

Orafti® Inulin is extracted from the chicory root using a gentle hot water process. With a backbone of 20 years of extensive nutritional research, this fibre is currently the only 100% plant-based prebiotic ingredient on the market, as agreed by the ISAPP committee. Being a prebiotic, it improves gut health with a positive effect on the beneficial bacteria in the gut and by promoting the transit. Now imagine what prebiotics can do for people's well-being ...

A Ready-To-Drink coffee is the ideal format to serve prebiotic wellbeing on-the-go. With its good solubility, pleasant taste and high ease-of-use, Orafti® Inulin offers food manufacturers a simple way to expand on their product proposition with prebiotic powers & inner wellness benefits. With this invigorating Happy Sips coffee you help your consumers Feel Good Inside. Chicory root fibre, the easy and natural way towards digestive wellness!

Formulate your coffee with Orafti® Inulin to immediately tap into this exciting opportunity! It is so easy to include it into the coffee melange that you wonder why you weren't doing this all along. This recipe can be further adapted by replacing up to 100% of sugar with low glycaemic Palatinose™ for a health claim on improved blood sugar management.

Fig. 1: Feel-good coffee recipe.

Ingredients (%w/w)	Test recipe
Skimmed milk	73
Coffee extract	10
Cream	6
Sugar	5
Water	3
Orafti® Inulin	2
Minor ingredients (e.g. phosphate, hydrocolloids, emulsifier)	q.s.

Relax. Renew. Revive.



Get your gut in a happy mood thanks to **naturally-sourced chicory root fibres promoting digestive wellness*** throughout the day. Support your inner balance* and feel energized with a unique coffee experience.



*Chicory inulin contributes to normal bowel function by increasing stool frequency. The 4g of chicory inulin in this drink supports a varied, balanced diet and healthy lifestyle. The beneficial effect is obtained with a daily intake of 12g chicory inulin; i.e. 3 servings of this drink or other food & drinks with chicory inulin.

BENEO's Technology Center has further developed fibre-enriched recipes with a wellbeing factor in a multitude of applications for the dairy, bakery, drinks ... industries. Our experts are keen to share their insights upon request.

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contact@beneo.com

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