



## Physical and Functional Attributes and Product Applications

VitaFiber™ Attributes	VitaFiber™ Functionality	VitaFiber™ Product Applications
<b>Prebiotic/Fiber</b>	Regularity, stool softener, constipation relief (at high IMO levels), healthy gut; works well with probiotics (synbiotics)	Gut-health products/supplements; fiber-added cereals; constipation relief (at high IMO levels); dairy; snack foods; baked goods and baking mixes; infant nutrition
<b>Non-cariogenic</b>	Does not promote cavities	Children's multi-vitamins (chewable/gummy) and foods; candies; baked goods; snack food; chocolates, etc.
<b>Increases minerals absorption</b>	Fermentation of IMO results in the lowering of intestinal pH which favours calcium and magnesium absorption in the intestine	Women's and children's supplements and foods; dairy foods/beverages; beverages; cereals, etc.
<b>Increased satiety</b>	Fiber content will increase feelings of fullness and keep consumer feeling full longer	Meal-replacement drinks/bars, cereals, beverages; sports bars/beverages; weight management; snack goods
<b>Pleasant mouthfeel</b>	Maintain pleasant smooth taste while replacing high fructose corn syrup (HFCS) or sugars from a formulation	Beverages; ice cream; dairy; jams/jellies; alcoholic beverages; sauces; meats
<b>Viscosity</b>	Maintain or increase thickness of a product	Beverages; ice cream; sauces; jams/jellies
<b>Temperature stability</b>	Molecules are stable up to 350°F therefore useful for baking	Baked goods and baking mixes; snack foods; crackers
<b>Browning effect</b>	Maillard reaction results in desirable browning of a product during baking or as pH increases	Baked goods and baking mixes; fried goods; beer; snack foods
<b>pH stability</b>	Stable in low acidity, will not degrade for extended period of time	Dairy; soft drinks; sports beverages; fruit/vegetable juices
<b>Bulking agent</b>	Reduction of flour and sugar in a formulation while retaining size of product	Baked goods and baking mixes
<b>Fat replacer</b>	Stabilizes water into a creamy structure resulting in the same mouthfeel as fat	Baked goods and baking mixes; sauces; meats; crackers
<b>Humectant</b>	Moisture retaining properties in foods	Baked goods and baking mixes; gluten-free baked goods
<b>Natural sweetness (~60% sucrose)</b>	Naturally add to sweetness in sugar-reduced products	Baked goods and baking mixes; beverages; soft drinks; sauces; dairy; jams/jellies; condiments; dressings
<b>Synergy with high intensity sweetener</b>	Masks the astringent flavour of sweeteners	Beverages; soft drinks; baked goods and baking mixes; sauces; dairy; jams/jellies; condiments; dressings
<b>Flavor enhancer</b>	Masks off-flavors and works to enhance pleasant flavors	Beverages; soft drinks; baked goods and baking mixes; cereals; sauces; dairy; jams/jellies; condiments; dressings

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