



# NutriLoops Honey

Honey flavored high protein cereals with high fiber content and 22 vitamins and minerals

Consumers are fast waking up to the need for more protein at breakfast. And increasingly, they're also waking up to honey! In fact, it's the fourth-most popular tonality in ready-to-eat cereals.<sup>1</sup> So, what better way to create a delicious and nutritious breakfast cereal than with our high-fiber, NutriLoops Honey concept. Made with our innovative and sustainable Vertis™ plant proteins, it delivers a satisfying crunch with authentic-tasting honey flavor and added vitamins and minerals.



Download the leaflet

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We start with delicious honey flavor – but containing less sugar, thanks to our TasteGEM® sugar reduction tool. Then we add Vertis™ CanolaPRO® plant protein (featuring a complete PDCAAS=1 profile), plus Vertis™ pea protein concentrate – both with no compromises on the great taste. Finally, we sprinkle in added fiber, along with a customized nutritional premix of 22 vitamins and minerals. It all adds up to a breakfast worth getting out of bed for.



## Target audience

The whole family for a nourishing start of the day

## Benefits

- 27 g protein per 100g
- Excellent nutritional quality: PDCAAS 1
- 22 vitamins and minerals
- Free from major allergens
- Non-GMO
- Natural flavors

## On pack claims

- Nutri-score A
- Soy-free and gluten-free
- High fiber
- High protein
- Reduced sugars
- Source of vitamins A, B1, B2, B3, B5, B6, B7 (biotin), B9 (folic acid), B12, C, D, E, K, iron, copper, zinc, magnesium, manganese, selenium, molybdenum and chromium
- Vitamin A contribute to the maintenance of normal vision
- Vitamin B3 and iron contribute to normal energy-yielding metabolism
- Vitamin B12 and magnesium contribute to the reduction of tiredness and fatigue
- Zinc contribute to normal protein synthesis

## Nutrition facts per 100g

	NutriLoops Honey	Average market product*
Energy	273 Kcal	389 Kcal
Fat	1.7 g	4.6 g
Sat. fat	0.3 g	0.6 g
Carbohydrates	28.7 g	74.1 g
Sugars	15.5 g	20.2 g
Protein	27 g	8.7 g
Fibers	17.3 g	8.3 g
Salt	0.6 g	0.6 g

\*based on 5 different market products

## dsm-firmenich solutions

- ✓ Vertis™ CanolaPRO® is an upcycled certified canola protein isolate containing all essential amino acids (PDCAAS =1)
- ✓ Vertis™ Pea protein concentrate has a balanced taste profile and low environmental impact
- ✓ Honey flavor is a sweet, creamy floral honey flavor, a typical and popular profile for breakfast cereals
- ✓ Bitterness blocker flavor is a solution blocking specific receptors from receiving and conveying bitter taste to the brain
- ✓ Protein masker flavor masks off notes typically found in products that contain high levels of protein
- ✓ TasteGEM® flavor provides a perceived sweetness when reducing added sugar
- ✓ Nutritional premix containing 22 vitamins and minerals providing 15% EU-NRV
- ✓ Fibra B, fiber mix of soluble corn and potato fibers, promoting digestive health

## Allergen info

Manufactured in a facility that also processes milk, eggs, fish, shellfish, tree nuts, peanuts, mustard, wheat and soy, and therefore may contain traces of all the above.

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