

Company background / Pro-Fibe Nutrition Ltd.

Contributors

Pro-Fibe Nutrition Ltd.

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Pro-Fibe Nutrition Ltd.

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Company Background

Pro-Fibe Nutrition Ltd was established in 1993 and has existed within the University of Sunderland as a purely research organisation for the past 15 months.

During this period we have been working on the incorporation of soluble fibre into various food products, and the product we are launching is the result of intense testing and market research.

Pro-Fibe Nutrition is unique in the fact that it not only has an excellent product, but also has the full backing of a University and access to the vast pool of skills and expertise available there.

The University is also applying for European Community funding to do some research into soluble fibres and the associated benefits, in particular the action of the intestinal flora in maintaining health.

This will mean that we will have scientific evidence proving the exact benefits of our products and why they work, and not some kind of associated claim that is so evident on most products.

We have teamed up with a dairy producer to manufacture the products and have a very flexible production process that is capable of producing 100,000 pots of yoghurt per week.

Pro-Fibe Nutrition Ltd is flexible on the type of product we make as we are willing to develop a specific product for a customer. We can make any flavour of yoghurt or develop any range of fibre containing foods using the facilities and expertise of the University of Sunderland.

References

Dietary Fibre and Coronary Heart Disease:- Food Science&Nutrition

Soluble Dietary Fibre:- Baker Digest

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Soluble Fibre

Soluble fibre is more beneficial to the human body than insoluble fibre which just passes through the body unchanged.

The Fibres used all come from natural sources such as oats, citrus fruits and plant gums. Each fibre has been shown in tests to have benefits such as reducing the level of cholesterol in the blood and inhibiting the rate at which glucose is absorbed.

These fibres do have clear therapeutic uses for people who wish to regulate the level of cholesterol in their blood, and diabetics who need to reduce insulin demand.

Dietary fibre is also believed to have benefits such as preventing colon cancer and varicose veins by lowering the time that toxins are in contact with the body.

The Product

Fibre-Hi Yoghurts contain 4 grams of soluble fibre, which is almost three times as much as a well known breakfast cereal, and twice as much as a bowl of oatbran. A single pot of Fibre-Hi provides one fifth of the recommended daily amount of dietary fibre.

Consumers will be able to increase their daily intake of beneficial fibre in a delicious yoghurt rather than consuming more of the bland and unappetising traditional fibre foods.

The yoghurt tastes just as good as any other quality yoghurt losing nothing in taste and texture compared to other yoghurts on the market. It is made from semi-skimmed milk so that it is low-fat and uses a combination of sugar and fruit sugar so that it is a relatively low calorie product.