



Whole soya bean **goodness**...without the “beany” taste!

High protein **hits!**

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While we may question some high protein dietary strategies from a nutritional perspective, there is no doubt that many consumers have embraced these. How can manufacturers capitalise on this trend and still maintain an ethical approach to nutrition?

While more moderate in its recommendations than the Atkins regime, The Total Well Being Diet created by the scientists of the CSIRO, does propose that we replace some of the simple, highly refined carbohydrates in our diet with protein and moderate amounts of slow release carbohydrates ⁽¹⁾.

One of the biggest negative factors of the very high protein / very low carb diets is that they tend to increase meat consumption, as the source of protein, which may bring along unhealthy doses of saturated fats when eaten to excess. With the bland taste profile of Nu-Soya[®], you can increase the protein levels in everyday foods, helping consumers increase their dietary protein and the small amount of accompanying fat is healthy (mono & polyunsaturates).

If consumers do choose to increase protein intakes, let's be sure to offer them the best form of protein available. Nu-Soya[®] contains all nine essential amino acids required by our bodies in the correct proportions. In fact, the protein in soy, meat and milk is all similar in quality⁽²⁾.



Why **develop** products using Nu-Soya[®]?

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What's new about Nu-Soya[®]? It's all about the taste. Everyone knows that soy products are good for you, but who wants all their food to taste like tofu? Many of us simply expect more and won't trade off taste for health. Now you and your customers can look after your health with whole soy goodness and still keep your taste buds tantalised.

Nu-Soya[®] is all about taste! Nu Soya[®] whole soy flour is free of the strong ‘beany’ flavour usually associated with traditional soy flour, thus allowing increased dosage/addition levels with reduced costs.

References

- (1) CSIRO, The Total Wellbeing Diet, www.csiro.au/proprietaryDocuments/MLA_diet.pdf.
- (2) Messina M, Messina V. Provisional Recommended Soy Protein and Isoflavone Intakes for Healthy Adults: Rationale, *Nutr Today*. 2003;38(3):100-109
- (3) USDA (United States Dept. of Agriculture), U.S. Soybean Inspection, January 2001, www.usda.gov/gipsa/reference-library/brochures/soyinspection.pdf

Definitions

- (1) “Whole soya beans / flour” terms are based on USDA definitions and are interchangeable with “full fat soya beans / flour”⁽³⁾.

Food Spectrum Group

PO Box 393 Salisbury Qld 4107 Australia, 53 Fairlawn Street Nathan Qld 4111 Australia

Telephone: +61 7 3722 0555, **Facsimile:** +61 7 3722 0577, **Email:** info@foodspec.com.au, **Web:** www.foodspec.com.au