

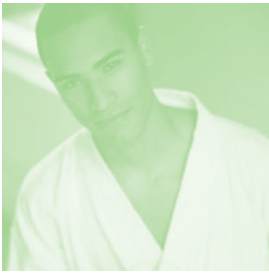


Whole soya bean **goodness**...without the “beany” taste!

Low carb **lovelies!**

Nu-Soya® is a product developer and marketer’s dream.

The absence of the characteristic “beany” soy flavour enables this whole soy product to be used in a wide range of applications at higher addition rates than previously thought possible.



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With 67% of Australian men, 52% of Australian women and 66% of American Adults now overweight or obese^(1,2) it is not surprising to see the weight loss industry booming. We are bombarded with advertisements in the media and the shops are full of all kinds of supposed weight loss cures.

One of the most successfully marketed weight loss strategies has been to reduce consumption of carbohydrates. Though these diets have been criticised by many they have received much media attention and many consumers are following their recommendations. These consumers are now actively searching the supermarket shelves for everyday foods with low or reduced carbohydrates.

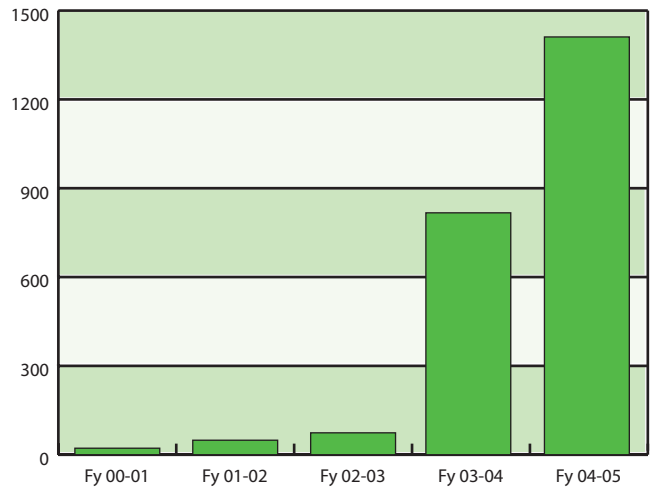
The natural nutrition profile and bland taste of Nu-Soya[®] presents food manufactures with the opportunity to reformulate existing products to create brand extensions targeted at the weight loss market with reduced or low carb claims.

- The proliferation of high profile 'low carb' diets is a testament to the level of consumer acceptance this strategy has achieved. Dr. Robert Atkins (New Diet Revolution), Dr. Barry Sear (Enter the Zone) and more recently Dr. Arthur Agatston (The South Beach Diet) have become household names in much of the Western world.
- Consumers are seeking convenient products to reduce their carbohydrate intakes and food manufacturers have responded.

The graph (below) shows the number of product reformulations and brand extensions making low, no or reduced carb claims launched into supermarkets globally over the past five years⁽³⁾.

Many food manufacturers have been looking for a method to reduce the carbohydrates in their brands and still deliver an acceptable product to consumers. The Nu-Soya[®] range of flour, flakes and grits are ideal ingredients to help achieve this aim.

Global Supermarket Product Launches making low, no or reduced carb claims⁽³⁾



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

Why develop products using Nu-Soya[®]? Nu-Soya[®] is a product developer and marketer's dream. The absence of the characteristic "beany" soy flavour enables this whole soy product to be used in a wide range of applications at higher addition rates than previously thought possible.

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. National Heart Foundation of Australia. The relationship between overweight, obesity and cardiovascular disease. Australian Institute of Health and Welfare, Canberra, 2004.
2. Weight-Control Information Network. National Institute of Diabetes and Digestive and Kidney Diseases. <http://www.niddk.nih.gov/statistics/index.htm>, accessed 04/07/05.
3. Mintel -GNPD research database accessed 04/07/05.

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