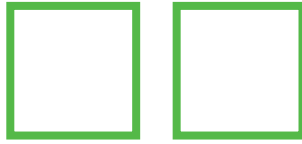


Whole soya bean **goodness**...without the “beany” taste!

Low **GI** and **better** carbs!

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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Low **GI** and **better** carbs!

As food marketers take advantage of increasing consumer awareness and media attention focusing on low GI (Glycemic Index) health benefits, an increasing number of new products with low GI claims are winning shelf space.

The absence of the characteristic “beany” soy taste of Nu-Soya® grits, flakes and flour presents food manufacturers with the opportunity to formulate out high GI ingredients, for example wheat flour, rice flour and corn flour, and replace with Nu-Soya® in order to measurably reduce tested GI levels.

Our Kids are in Trouble – Research has suggested that an increased consumption of high-fat foods or sweetened drinks is contributing to increasingly widespread obesity in children, which in turn can lead to insulin resistance, type 2 diabetes and high blood fats⁽¹⁾. Further studies indicate that the sustained energy release available from low GI foods can help to tackle these problems^(2,3).

- High GI diets promote faster weight gain, higher body fat levels and the GI of the diet may be the most important dietary factor in

preventing type 2 diabetes – low GI also assists with satiety and weight control⁽⁴⁾.

- We know that eating habits can play a large role in performance and concentration at school and work⁽⁵⁾. An increase in blood glucose helps improve memory⁽⁶⁾. Low GI foods provide a sustained release of glucose into the bloodstream. Emerging research suggests that in adults with type 2 diabetes high GI foods can contribute to memory impairment⁽⁷⁾.
- The recent United Nations FAO/WHO Consultation on carbohydrates specifically recommends that “at least 55% of energy be derived from carbohydrate and that the bulk of carbohydrate foods be those rich in dietary fibre with a low glycemic index”⁽⁸⁾.
- The newly released CSIRO Total Wellbeing Diet recommends a protein plus diet improving satiety along with moderate amounts of slow release carbohydrates (low GI) that are essential for energy and for maintaining blood glucose levels⁽⁹⁾.

GI is currently a hot topic, Nu-Soya® products present a unique opportunity for you to develop a range of healthy, low GI products without adversely affecting their taste profile.

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.

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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

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