

READY TO REVOLUTIONIZE YOUR PASTA?

HealthSense® High-Fiber Wheat Flour is the only clean-label, non-GMO, better-for-you wheat flour on the market that tastes, feels and performs just like traditional white flour.

TALK ABOUT FLOUR POWER!



ALL THESE BENEFITS FROM JUST ONE INGREDIENT! YOUR JOB JUST GOT EASIER.

NUTRITIONAL BENEFITS

- 4.5x the Fiber of Traditional Pasta²
- 20% Reduction in Net Carbs^{1,2} and 15% Reduction in Calories² vs. Traditional Pasta
- Stimulates Prebiotic Activity²
- Reduces Glycemic Response²

PRODUCT BENEFITS

- Increased resistance to overcooking
- Firm, resilient texture maintained after cooking and holding
- Lower surface starch released during cooking:
 - Reduces noodle stickiness
 - Less sauce absorption keeps sauces richer, creamier and more flavorful

PASTA COMPARISON

NUTRITIONAL PROFILE (per 2 oz. dry pasta)	CALORIES	TOTAL CARBS	DIETARY FIBER	NET CARBS ¹	PROTEIN
PASTA MADE WITH SEMOLINA	200 cal	42g	2g	40g	7g
PASTA MADE WITH HEALTHSENSE FLOUR & SEMOLINA	170 cal	41g	9g	32g	8g

¹ Total Carbs - Fiber = Net Carbs

² The suggested claims do not serve as regulatory advice. Always consult your internal regulatory team to determine best practices.



PREBIOTIC FIBER



PROMOTES GOOD GUT HEALTH

Nourishes good gut bacteria to support a healthy microbiome

AIDS IN BLOOD SUGAR MANAGEMENT

Fewer digestible carbs help maintain steady blood sugar levels

PROMOTES HEART HEALTH

Helps maintain healthy cholesterol levels and overall cardiovascular wellness

PROMOTES IMMUNE HEALTH

Supports immune function through a healthier gut

PROMOTES SATIETY

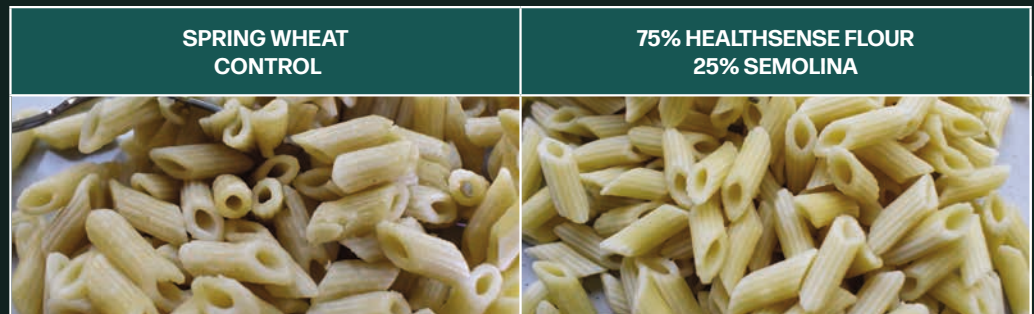
Helps you feel fuller for longer to support weight management

PROMOTES DIGESTIVE HEALTH

Aids in smoother digestion and regularity

IMPROVE PASTA QUALITY WITH HEALTHSENSE FLOUR

Pasta made with 75% HealthSense flour delivers 4.5X more fiber vs. traditional white flour. The high levels of amylose-type starch in this formulation also make the pasta less sticky post-cook and yields better noodle integrity during extended hold times and re-heating.



- Noodle surface is shiny
- Noodles stuck together
- Noodle surface has visible starch leaching (slimey/rough appearance)
- Noodles fully swollen with significant size increase

INCREASED HEALTHSENSE INCLUSION

- Noodle surface becomes less shiny/ more dull
- Noodles more free-flowing; minimal stickiness
- Noodles have minimal starch leaching
- Less noodle swelling

OPTIMIZE YOUR FORMULATION AT OUR ROTHWELL GRAIN ESSENTIALS CENTER

- Our team of experts is available to provide guidance on the optimal inclusion rate of HealthSense Flour to achieve desired fiber targets in your formulations.
- We have a dedicated fiber lab in Quincy, MA, where we have the capability to run AOAC 2017.16 on samples during the product development phase.



**TASTING IS BELIEVING,
SO TRY IT FOR YOURSELF.
SCAN FOR A SAMPLE**