

READY TO REVOLUTIONIZE YOUR PIZZA CRUST?

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

- 10x the Fiber of Traditional Flour
- Reduces Net Carbs & Calories
- Stimulates Prebiotic Activity
- Reduces Glycemic Response

PRODUCT BENEFITS

- Improves Dough Extensibility, Minimizing Spring Back
- Same Flavor and Overall Eating Quality as Pizza Crust Made with Traditional Flour
- Non-GMO Verified
- 1:1 Swap for Traditional Flour
- Enables a Clean Label
- Higher Levels of Amylose-Type Starch Increase Water Absorption and Dough Yield
- Maintains Cell Structure and Slight Height
- Grown and Milled in USA

HEALTHSENSE FLOUR VS. TRADITIONAL FLOUR

NUTRITIONAL PROFILE (100G)	CALORIES	TOTAL CARBS	DIETARY FIBER	NET CARBS ¹	PROTEIN
HEALTHSENSE* REFINED FLOUR	285 cal	69g	32g	37g	15g
TRADITIONAL REFINED FLOUR	347 cal	72g	2g	70g	13g

¹Total Carbs - Fiber = Net Carbs

*Also available in a whole wheat format.

HealthSense qualifies as an intrinsic and intact fiber source according to FDA Nutritional Guidance 2016.

WE COULD TALK ABOUT OUR REVOLUTIONARY WHEAT FLOUR ALL DAY.

HEALTHSENSE FLOUR INCLUSION (FLOUR WEIGHT BASIS) ¹	SUGGESTED RANGE OF ABSORPTION INCREASE ¹	ESTIMATED FIBER CONTENT % ² (VIA AOAC 2017.16 TESTING)	FIBER INCREASE VS. STANDARD PIZZA CRUST ²
25%	0-5%	7.2% (4G PER 55G CRUST)	4X FIBER
50%	5-10%	8.2% (5G PER 55G CRUST)	5X FIBER

IMPROVE DOUGH EXTENSIBILITY WITH THE FUNCTIONAL BENEFITS OF FIBER

Pizza crusts made with 50% HealthSense Flour deliver 5X more fiber and improved dough extensibility, enabling up to a 20% increase in surface area* due to decreased dough shrinkback post-sheeting when compared to pizza made with traditional flour.



SURFACE AREA CALCULATED VIA $\pi \cdot R^2$

OPTIMIZE YOUR FORMULATION AT OUR ROTHWELL GRAINESSSENTIALS 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**