

READY TO REVOLUTIONIZE YOUR BREAD?

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

- Boosts Dough Machinability
- Same Flavor and Overall Eating Quality as Traditional White Bread
- Non-GMO Verified
- High Levels of Amylose-Type Starch Improve the Shelf Life of Bread
- Maintains Loaf Volume and Quality
- 1:1 Swap for Traditional Flour
- Enables a Clean Label
- Grown and Milled in USA

HEALTHSENSE FLOUR VS. TRADITIONAL FLOUR

NUTRITIONAL PROFILE (100g)	CALORIES	TOTAL CARBS	DIETARY FIBER	NET CARBS¹	PROTEIN
HEALTHSENSE* WHITE FLOUR	285 cal	69g	32g	37g	15g
TRADITIONAL WHITE FLOUR	347 cal	72g	2g	70g	13g

¹ Total 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 WHITE FLOUR INCLUSION (FLOUR WEIGHT BASIS) ¹	SUGGESTED RANGE OF ABSORPTION INCREASE ¹	ESTIMATED FIBER CONTENT % ² (VIA AOAC 2009.01 AND 2017.16 TESTING)	FIBER INCREASE VS. STANDARD WHITE BREAD ²
25%	0 - 5%	6.5% (3g PER 50g SLICE)	3X FIBER
50%	5 - 10%	8% (4g PER 50g SLICE)	4X FIBER

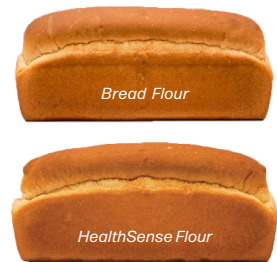
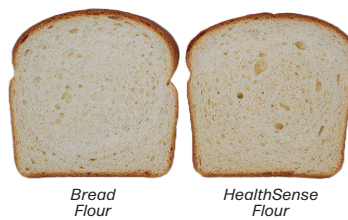
^{*} To achieve most accurate results, please use fiber testing method AOAC 2017.16

¹ Guidance based on lab formulations. Consult your COA and use accordingly.

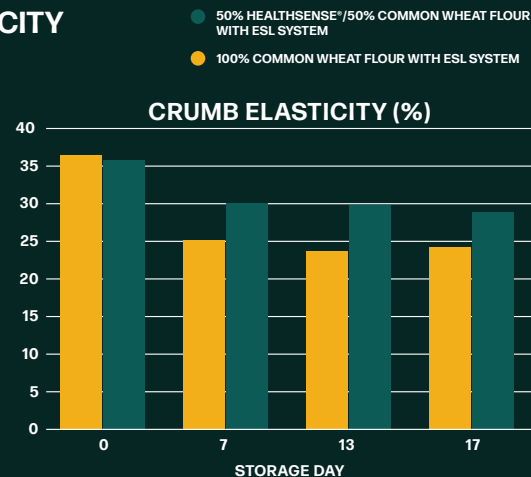
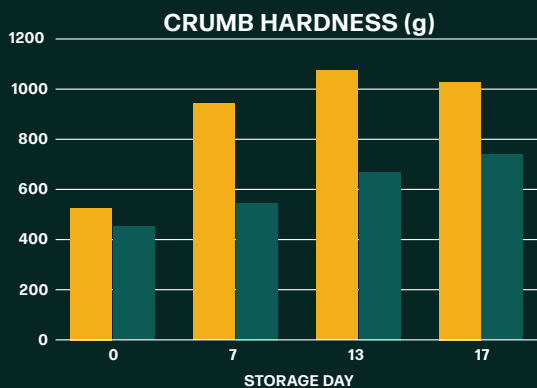
² The suggested claims do not serve as regulatory advice. Always consult your internal regulatory department. Similar to other resistant starch fibers, some reduction in fiber can be expected in processing.

FIBER DELIVERY WITH 50% HEALTHSENSE FLOUR

White bread made with 50% HealthSense Flour delivers 4X more fiber vs. traditional white flour without compromising on dough handling, loaf volume, or taste.



SOFTER CRUMB AND HIGHER CRUMB ELASTICITY



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

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.