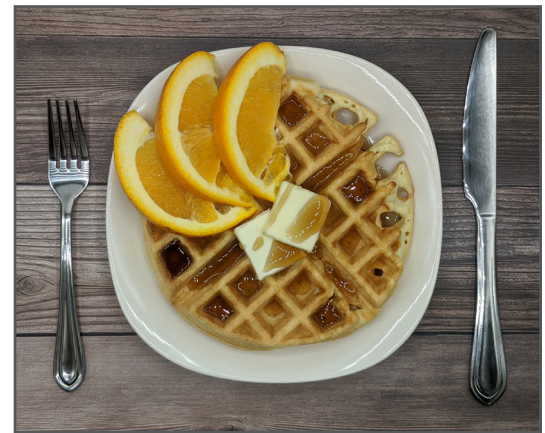


JRS Fibers for Keto Formulations

SOLUTIONS FOR HIGH FAT, LOW CARB



The keto diet is classified by high fat, low carb foods, and is still a popular trend. In fact, Lu Ann Williams, Director of Global Insights for Innova Market Insights says that more and more brands are jumping on board and formulating for keto, and that “the number of global product launches featuring a keto claim increased 239% year-over-year in 2019.”¹ Because this diet’s success all depends on the body achieving the state of ketosis, using fat as an energy source instead of sugar, it is one that must be committed to and cannot be adapted to hybrid situations, making convenience products that fit this category more likely to grow. “Nearly a fourth of sports nutrition products introduced last year had a keto claim. New cereals, snacks and soft drinks with a keto claim grew 150%, 169% and 212%, respectively, in 2019.”¹



Shown above is the JRS USA Keto-Friendly Waffle prototype utilizing **Canadian Harvest® HF610-03 Oat Fiber**. This formulation boasts only 3g net carbs and an “excellent source of” fiber claim.

JRS USA Fiber Solutions to Keto Formulation Challenges

Though this trend is increasingly more popular with consumers, it still has significant formulation challenges. Keto bakery products require significant reduction or complete elimination of traditional bakery ingredients such as grain flours, starches, corn syrups and sugars to achieve the required reduction in carbohydrates. Replacing the bulk, binding/cohesion, structure, texture and mouthfeel of these ingredients are some of the main challenges that arise. For yeast leavened products like zero net carb breads, including JRS USA fibers in conjunction with resistant starch can provide the structure and bulk to help create volume, improve mouthfeel of otherwise starchy crumb and maintain soft texture during shelf life. In sweet bakery products, grain flour is often replaced with nut flours, leading to crumbly, dry products. JRS fibers can help provide bulk and moisture retention to improve dough cohesion and product texture while contributing zero net carbohydrates.



Depending on the desired crumb texture, **Canadian Harvest® HF300-58**, **VITACEL® HF550** or **VITACEL® HF600 Oat Fibers** can be used in the zero net carbohydrate bread prototype.

With the wide array of **VITACEL®**, **Canadian Harvest®** and **Solka-Floc®** fiber sources and fiber characteristics, customers have many options to reach the desired texture and mouthfeel for the completed application. Additionally, JRS USA fibers do not just offer functional benefits. They can aid in boosting consumer acceptance by fiber claims,

lowering calories, reducing net carbohydrates and offering clean label alternatives; working as perfect additions to any keto formulation.

J. RETTENMAIER USA LP



Fibers designed
by Nature®
A Member of the JRS Group

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USA fibers can benefit your keto formulation.

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¹Watrous, Monica (2020, July 14). IFT20: The keto diet keeps on trending. Food Business News. <https://www.foodbusinessnews.net/articles/16424-ift20-the-keto-diet-keeps-on-trending#:~:text=The%20number%20of%20global%20product,%25%2C%20respectively%2C%20in%202019>