

Food Reformulation



Nothing Else: A Healthier Snack Bar

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Dave Brown: branding and creative
communication



Background

Diet and the **profile of nutrients** (quantity and quality) consumed are modifiable factors:

- reduce **glycaemic index and glycaemic load** of foods
- regulation of **hunger and satiety**

Aligned with the national science challenge - High Value Nutrition

- foods with **validated health claims**

Aim of the study; proof of concept/principle

Development of a relatively healthy snack bar

- using **eight or fewer natural ingredients**
 - presented in **a clear front pack label**
 - with **verifiable health claims**
 - and be **liked** (will be eaten) **by consumers** - **taste**
- compared with similar commercial products

Development of a healthier snack bar S1

- Meets the requirements of Nothing Else brand (**eight ingredients**)
- A good nutrient profiling score (**NPS = 0**)
- Meets health claims criteria (sugar, fat, fibre ...)
- Shelf-stable (water activity < 0.7)
- A technically verified GI (**GI = 52**)



Consumer liking and effect of branding S2

Method:

- compared to 4 top brands snack products
- evaluation on taste, flavour, texture, and overall liking
- blind and unblinded
- $n = 64$

Results:

- was least liked
- overall liking was improved by 14% ($p = 0.023$) when branding and health-related information was provided

Glycaemic response and satiety effect S3

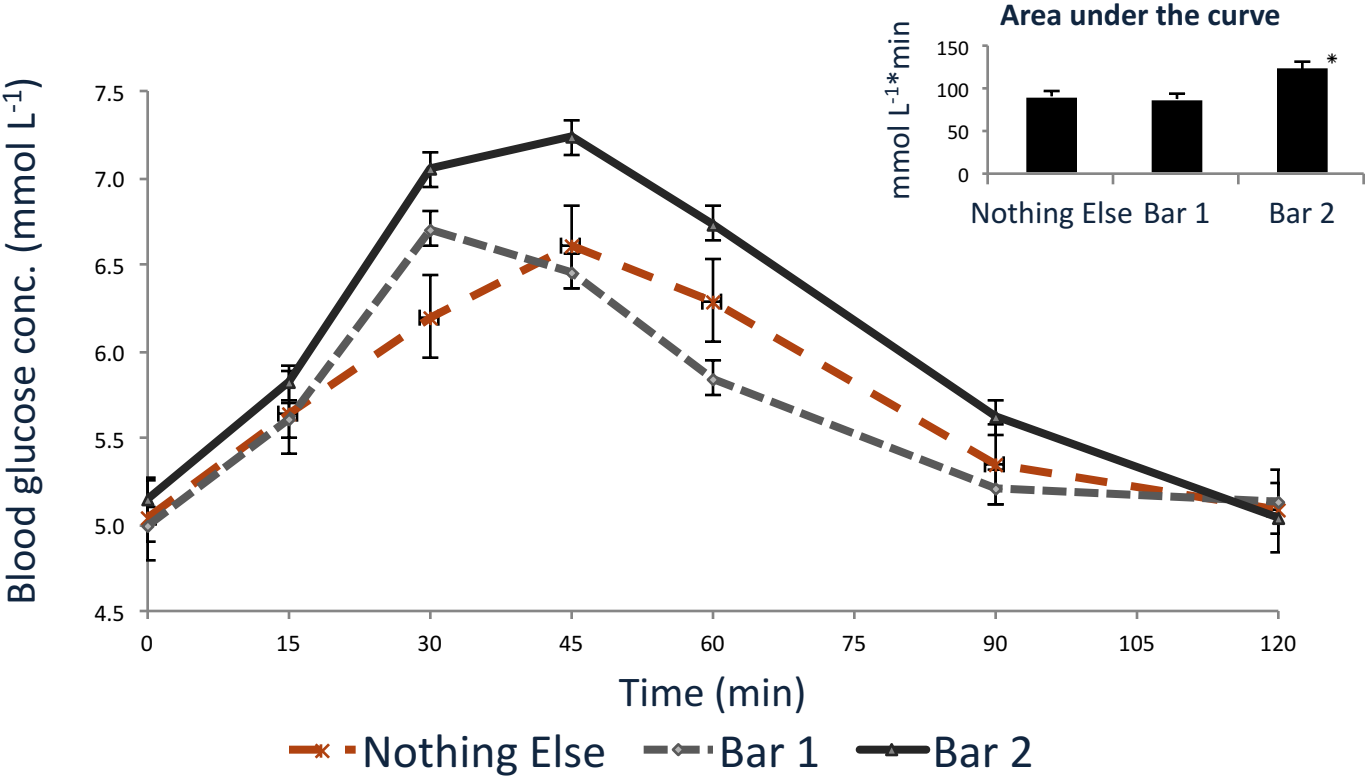
Method:

- compared to 2 top-selling snack products
- packed serving size
- 24 healthy subjects
- blood glucose concentration over 2 hours
- self-reported satiety

Results:

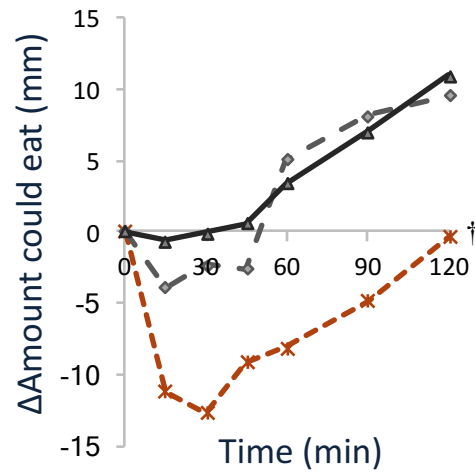
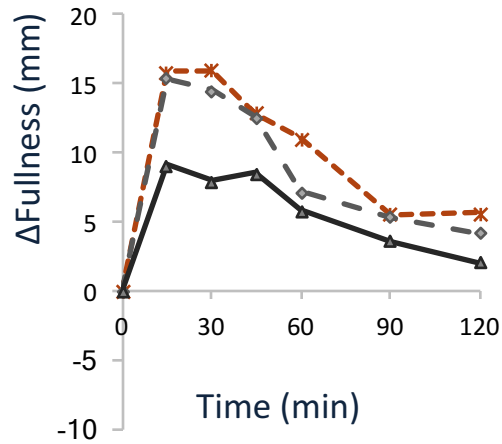
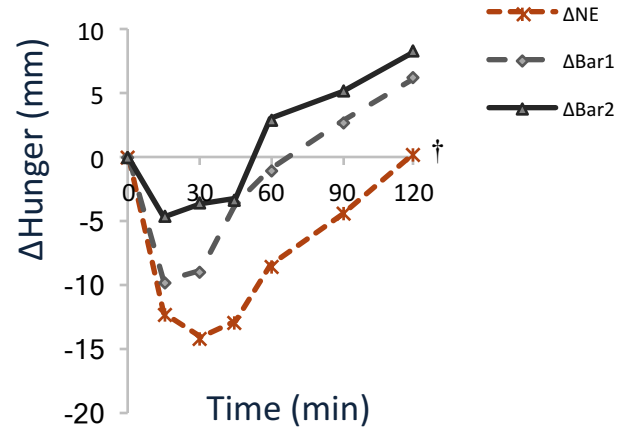
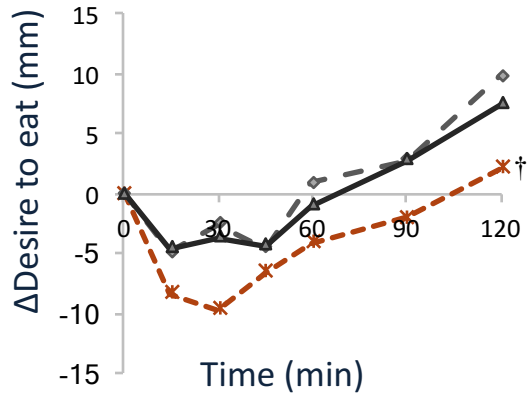
- a 30% reduction in iAUC compared to Bar 2
- the highest fullness rating and lowest hunger rating at 30 and 45 minutes

Glycaemic response n = 24



(Paper in preparation)

Satiety effect n = 24



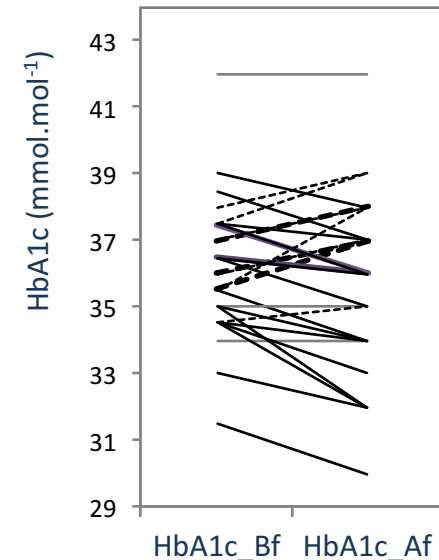
Intervention study on glycaemic impact and snacking behavior S4

Method:

- 28 healthy snack eaters in two groups
- 13-week trial- 6-week intervention
- 1 bar a day
- half received bars after 6 weeks

Results:

- was acceptable as part of daily dietary pattern
- overall trivial decrease in HbA1c
- 7 increased, 16 dropped, 5 did not change- more favourable than not



Conclusions

The Nothing Else bar

- has a more favorable effect on glycaemic response
- induces a better satiety
- would be liked with branding information
- would be consumed as a regular snack

Proof of principle: a healthier snack can be developed in partnership with the food industry

One food at a time!

References

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Thank You!

Qs ?