VitaBread®

With Milled Flaxseed & Brown Sorghum Bran.

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Homemade bread is healthier and more delicious than ever!

❖ VitaBread® is a unique bread mix that is tasty, nutritious and exceptionally healthy.

❖ VitaBread® contains brown sorghum bran and golden flaxseed, outstanding sources of dietary fiber, antioxidants, omega-3 fatty acids, and lignans; compounds that have been associated with prevention of cancer and cardiovascular disease.

Target Market

❖ VitaBread® Mix is marketed to mature adults (40+) who want to improve their diet and/or prevent illnesses, without sacrificing their gastronomic desires.

Facts about the Target Market

❖ The mature American consumers have high and growing buying power.

❖ They are the market force behind the health and gourmet/specialty products.

❖ Their attention focuses on products with nutritional attributes that enhance heart health, cancer prevention, and control of blood sugar levels.

❖ This age group spends plenty of time cooking, as they view the kitchen as the center of the house.

❖ Fresh and natural products (without preservatives) are desired.

❖ They prefer dark as well as high-fiber breads.

More facts!

❖ Heart disease is the #1 killer for men and women age 45+.

❖ Americans feel that their diet is deficient in fiber (31%), omega-3 fatty acids (31%), and antioxidants (27%).

❖ Nine out of ten consumers prefer naturally nutritious foods to dietary supplements.

Market Potential

❖ One third of the US population will be between the ages of 50 and 70 by 2010.

❖ The market size for bread and roll mixes is 570 million pounds a year.

❖ The retail nutraceutical market is projected to reach $6.65 billion by 2007.

Formulation and Nutritional Information

Ingredient	Baker's %
Enriched wheat flour	83.00
Brown sorghum bran	12.00
Milled golden flaxseed	5.00
Sugar	6.00
Salt	1.50
Active dry yeast	0.75
Vital wheat gluten	1.00
Mixed tocopherols	0.01
Sodium stearoyl lactylate (SSL)	0.30
Monoglycerides (GMS)	0.20

Calculated amount of nutraceuticals provided by VitaBread®

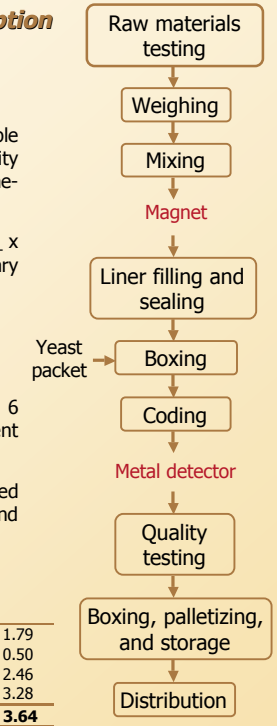
	Recommended daily intake*	Amount per serving (56 g)	%
Fiber (g)	20-35	3.0	11
Antioxidants (μMol TE)	3000-3600	3880	100
Omega-3 fatty acids (g)	1.5-3	0.5	11

* Recommended intake to obtain health benefits.

Nutraceuticals in VitaBread® and their health effects

Nutraceutical compound	Associated with:
Antioxidants	Reduced risk for cancer and cardiovascular disease due to scavenging of free radicals.
?lpha -linolenic acid	Lowered serum triglyceride levels, anti-inflammatory effects, improved cognitive function, and increased blood -clotting time.
Soluble and insoluble fiber	Lowered serum cholesterol levels and laxation.
Lignans (Phytoestrogens)	Alleviation of menopausal symptoms and prevention of certain types of cancer.

Process Description



Packaging

❖ Packaged in a durable liner made of high-density polyethylene and ethylene-vinyl alcohol copolymer.

❖ Cardboard box (7_ x 4_ x 2_ in.) as secondary packaging.

Shelf life

❖ Estimated shelf life is 6 months (moisture content <11%, and 0.50 Aw).

❖ Natural Vitamin E added to preserve freshness and protect flavor.

Costs

Ingredients	$ 1.79
Packaging and other costs	$ 0.50
Total costs	$ 2.46
Price to retailer	$ 3.28
Suggested retail price	**$ 3.64**

Acknowledgment

We want to thank all the CQL members for their help and suggestions.