

# A Breakthrough Ingredient for Nutrition Bars

Low-Cost Fiber, Protein and Omega-3 that Makes Processing Easy

For manufacturers of nutrition bars, getting the right mix of ingredients that will catch a consumer's eye can be expensive and it can lead to processing issues that affect quality and the eating experience. ChiaMax Omega-3 is a new functional food ingredient based on the superfood chia, that combines three hot trends – fiber, protein and Omega-3 fatty acids -- in a single, inexpensive, easy-to-process package.

## Address Three Hot Trends

ChiaMax Omega-3 is a 100% natural ingredient made by supercritical extraction of milled chia seeds. A typical assay of Chia-Max Omega-3 shows that it contains 48g insoluble fiber, 30g high quality protein and 6g ALA Omega-3 per 100 grams of product.

## A 'Dream' Ingredient

ChiaMax Omega-3 is pleasant tasting and integrates well with other nutrition bar formulation ingredients. The Omega-3s

are protected in the material matrix and therefore highly stable.

ChiaMax Omega-3 delivers a gelatinizing effect in functional food formulations, meaning that lower amounts of gums and additives are required to achieve the right viscosity and texture. The ingredient also helps with moisture control – creating a more consistent texture and better distribution of ingredients in the final product.

## Just the Beginning

All of these qualities make ChiaMax Omega-3 uniquely suited to the challenges faced by makers of nutrition

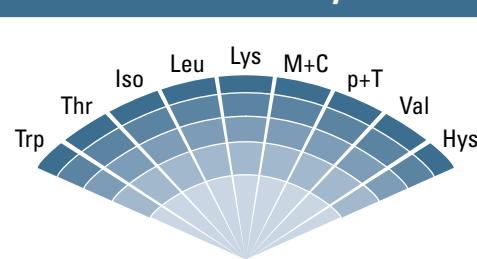
and breakfast bars. But the ingredient has wider appeal – in applications like functional beverages & shakes, pet foods, baked goods and more.



## 5 grams of ChiaMax Omega-3 contains:

- 300mg Omega-3
- 2.5g Fiber
- 1.5g Protein
- 10 Calories

## Protein Quality<sup>1</sup>



115  
Amino Acid Score

ChiaMax Omega-3 delivers higher protein quality & lower cost than whey & soy

<sup>1</sup> www.nutritiondata.com



ChiaMax Omega-3 is gluten-free, low in fat and calories.

For more information, contact:  
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