



Less  
is more

**Consumers concerned about their weight have increased 60% in the past two years, and the premium available for weight management foods ain't getting any slimmer.** Fruit, vegetable and grain-derived solutions offer your product the opportunity to promise "less is more".

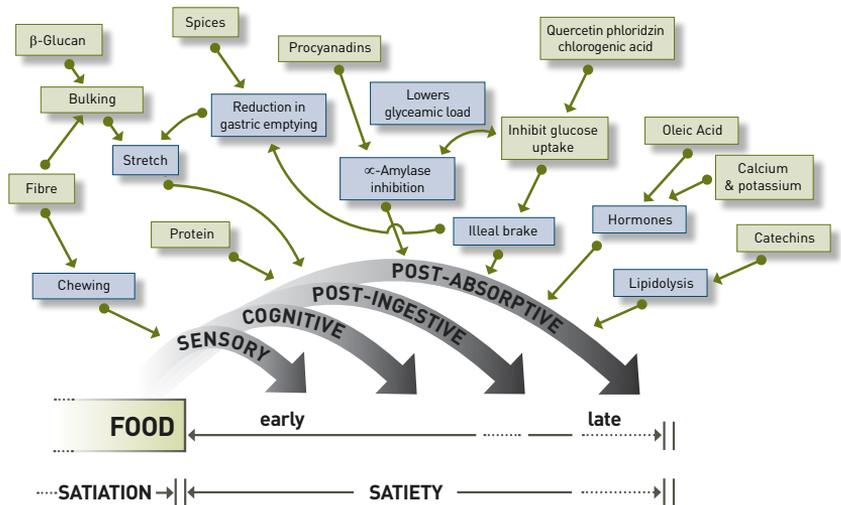
## Fruit compounds that keep you feeling fuller for longer

**“Weight management is still a wide open opportunity... still new enough for companies to carve out new businesses.”**

10 Key Trends in Food, Nutrition & Health 2012 – New Nutrition Business

Everyone has experienced the feeling of ‘fullness’ but few stop to ask what makes them feel that way. Our research is examining satiety mechanisms throughout the digestive process. Our multi-stage approach triggers multiple messages to the brain resulting in significantly stronger appetite control.

Your gut has chemical receptors triggered by a variety of nutritive and chemical stimuli including bitter chemicals such as plant polyphenols. Once triggered they release the satiety hormone Cholecystokinin. CCK inhibits gastric emptying, keeping the stomach full and reducing the desire for food.



Plant-derived satiety compounds are creating **unique options for natural appetite control**. This is science that works for you, your product and your consumer. It's real, it's validated and it's a chance to buy into proprietary knowledge that promises “less is more” and delivers benefits consumers can feel.



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DISCOVER. INNOVATE. GROW.™



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