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Tereos launches Actifiber new corn-based fibre

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Tereos, Franceâ??s leading cereal processor and a global player in sugar, starch and alcohol, is launching Actifiber, a corn-based ingredient designed to enrich products with fibre.

Actifiber helps food brands improve the nutritional profile of their products and beverages, reaffirming Tereosâ?? role as a trusted partner that is attentive to market developments and consumer expectations. This new solution enriches products with fibre while reducing calories without compromising taste or texture. The ingredient is derived from non-GMO corn starch and is developed and produced in France. In a context where one-third of European shoppers rely on Nutri-Scores to assess nutritional quality, and fibre intake remains insufficient among consumers, Actifiber provides a concrete solution, actively contributing to daily fibre intake and meeting consumer expectations for healthier, more natural products. â??Through launching Actifiber, Tereos supports its customers in the transition towards creating healthier and more natural eating habits. We provide concrete solutions that meet both nutritional requirements and consumer expectations,â? said Marion Hoff, Sales Director, Europe

Made from non-GMO corn starch, Actifiber is a versatile, soluble fibre designed for a wide range of applications: beverages, baked goods, cereals, confectionery, chocolate, dairy products and more. Its manufacturing process ensures a neutral taste and clarity, guaranteeing seamless formulation in everyday food products, while preserving the flavour and colour of the final product. This corn-based fibre can also be used in vegan product formulations. â??Actifiber illustrates our ability to innovate alongside our partners. This ingredient enhances the nutritional value of products without altering their taste, a true breakthrough for the food industry,â? explains Michel. Flambeau, Director of the Customer Innovation Centre.