

WHICH FOOD PRODUCTS ARE RELEVANT CONTRIBUTORS TO INCREASE WHOLEGRAIN INTAKE GLOBALLY?

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BACKGROUND

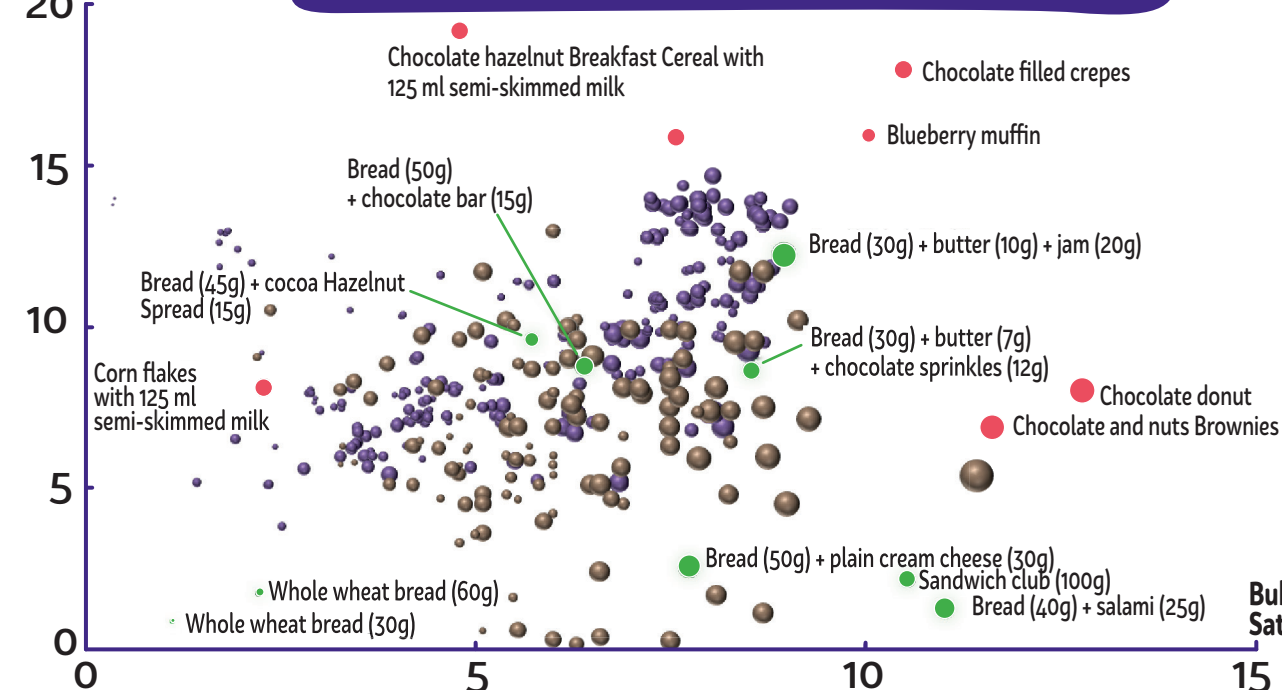
- Daily intake recommendations for whole grain (WG) do not exist in all countries and when they exist they range between 48 g/day (as in US) and 75 g/ 2400 kcal (in Denmark for example).
- WG intakes range between 2.1-54.0 g/day in children and between 3.7-55.0 g/day in adults and are below the recommendations in all countries
- Main contributors are usually bread and breakfast cereals followed by pastas and rice and then crackers and biscuits.
- **Aims:** evaluate the nutritional quality, especially regarding sugar, fat and saturated fat contents, of cereal-based snacks as consumed in several geographies with very different food habits

METHODS

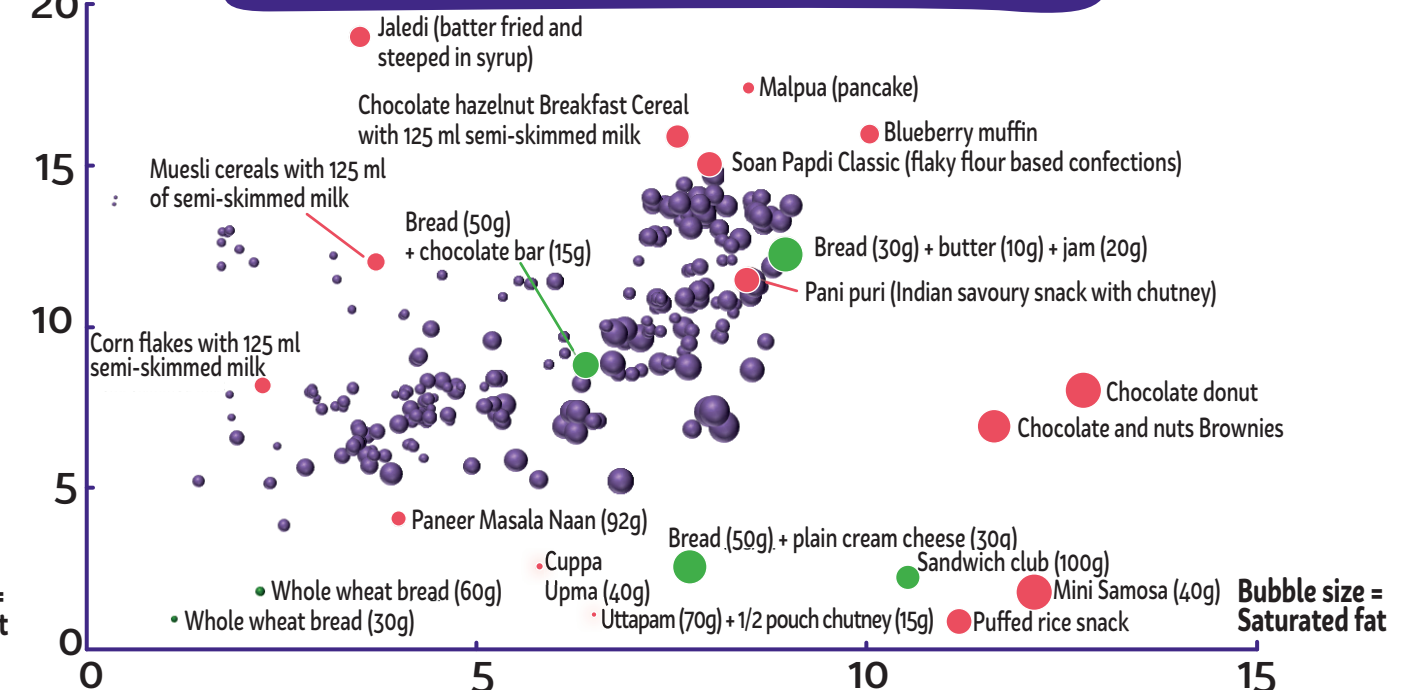
- Several geographies were selected for this review: Europe, India and Brazil
- Cereal-based snacks and the way they are traditionally consumed in these geographies have been identified
- Mondelēz internal data, GNPD database from Mintel and National Food composition tables have been used to obtain nutrition composition of these cereal-based snacks
- Nutrition composition of these products as consumed have been calculated for realistic snack portions set to provide 120 to 230 kcal (except for wholemeal bread as bread is usually not consumed alone as a snack)
- Graphs have been built according to sugar, lipids and saturated fat (size of the bubbles) content per portion

RESULTS

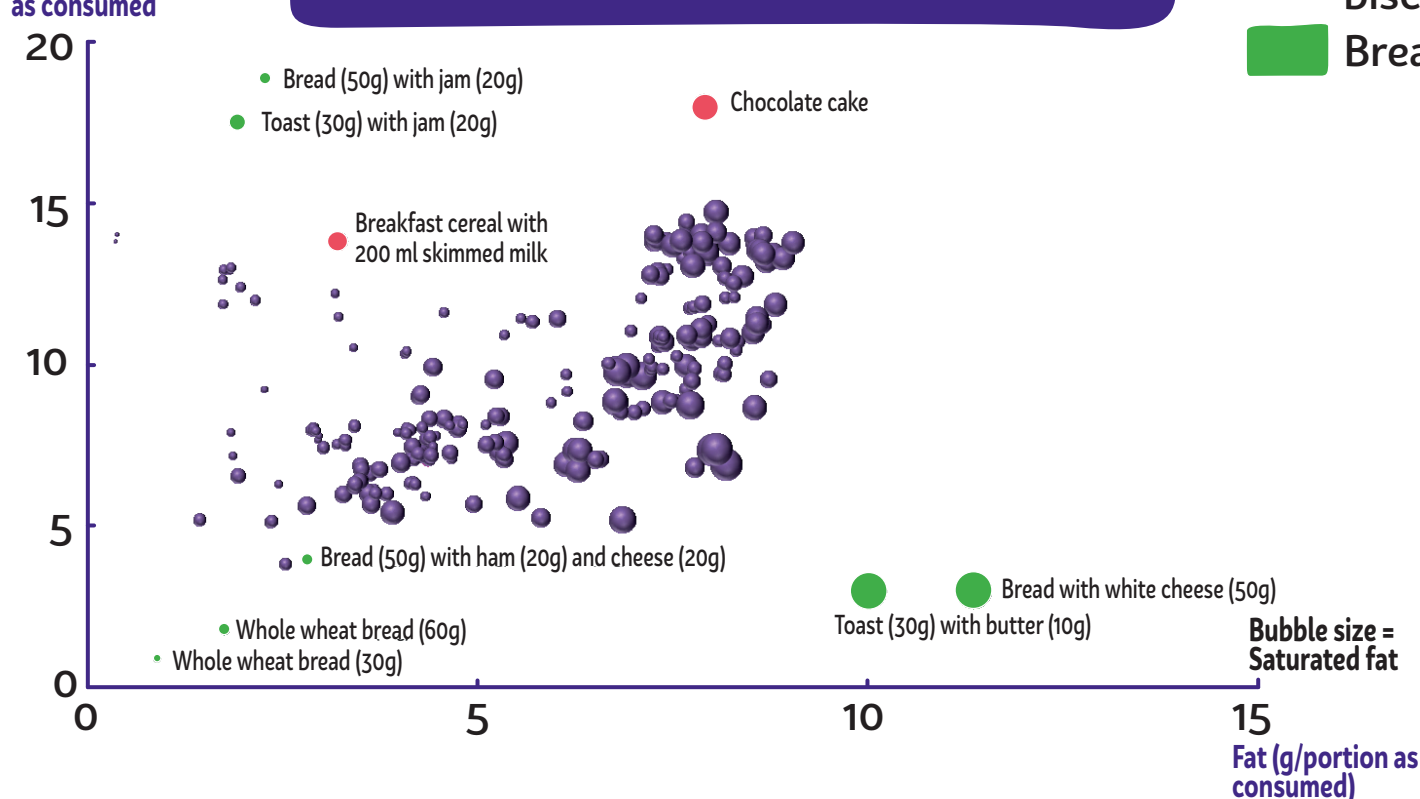
BISCUITS AND CRACKERS COMPARED WITH OTHER CEREAL-BASED SNACKS - EUROPE



BISCUITS AND CRACKERS COMPARED WITH OTHER CEREAL-BASED SNACKS - INDIA



BISCUITS AND CRACKERS COMPARED WITH OTHER CEREAL-BASED SNACKS - BRAZIL



- WG breads have a very nutritious nutrition profile. However, they are rarely consumed alone as snacks.
- Considering traditional WG products as consumed, in realistic portions, they quite often display either significant sugar and fat content or both (e.g. toast with topping, puffed rice snacks, samosa, jalebi)
- Biscuits and crackers with WG have various nutrition profiles. They are in the same range as traditional snacks for fat, saturated fat and sugar contents. They have lower amounts of these nutrients compared to cakes and pastries
- They contain significant amounts of WG (from 5 to 26 g/portion)

Main sources: Mintel Global New Products Database, Mondelēz International product database, National food composition tables

CONCLUSIONS

- In a global context where WG intakes are low in almost all countries, it is important to provide consumers a variety of cereal-based products with significant amounts of WG
- Considering the nutritional profile of traditional cereal-based snacks as consumed (e.g. with a topping, a filling or as such), it is clear that many biscuits and crackers are as relevant WG sources as bread as consumed. Biscuits and crackers represent an additional way for consumers to increase their consumption of WG and meet the recommended intakes
- A clear labeling and communication would help consumers identify the most relevant options to increase their WG intakes