

Case Study: GRANOLA

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Outline of talk:

1. About us
2. About GI and GL
3. About granola
4. Fructose – “the devil’s candy”?
5. Developing low sugar granola
6. The real problem



The Good Carb Food Company



Science + Farming = Food
Business

Founded 2004 Low Glycaemic Food

GL Tested Granola

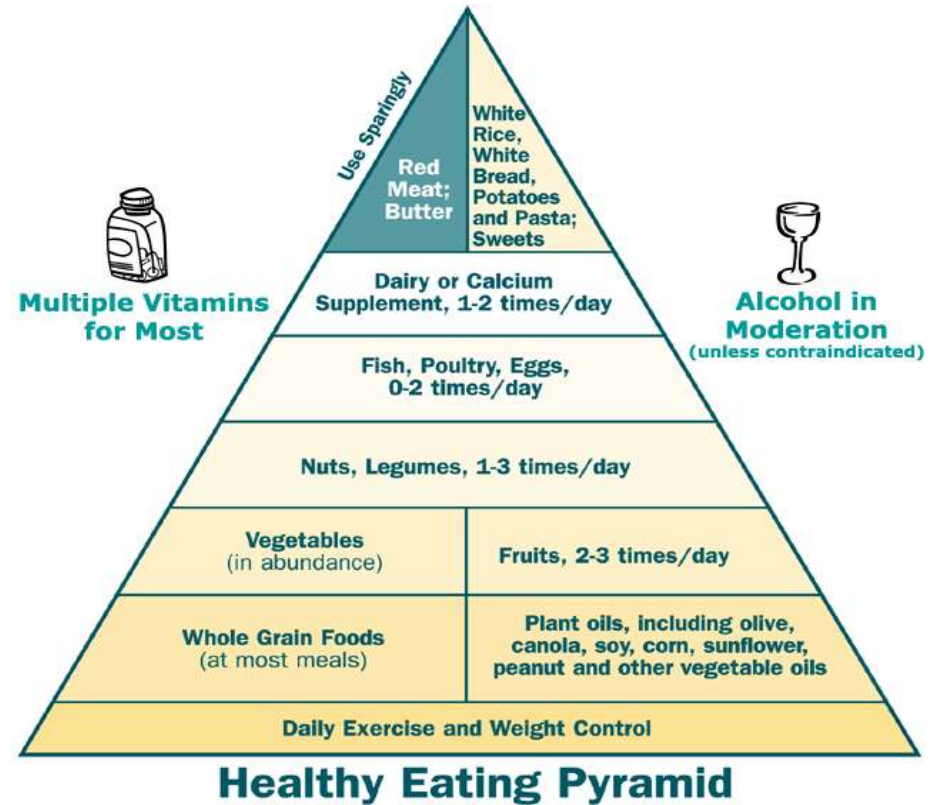
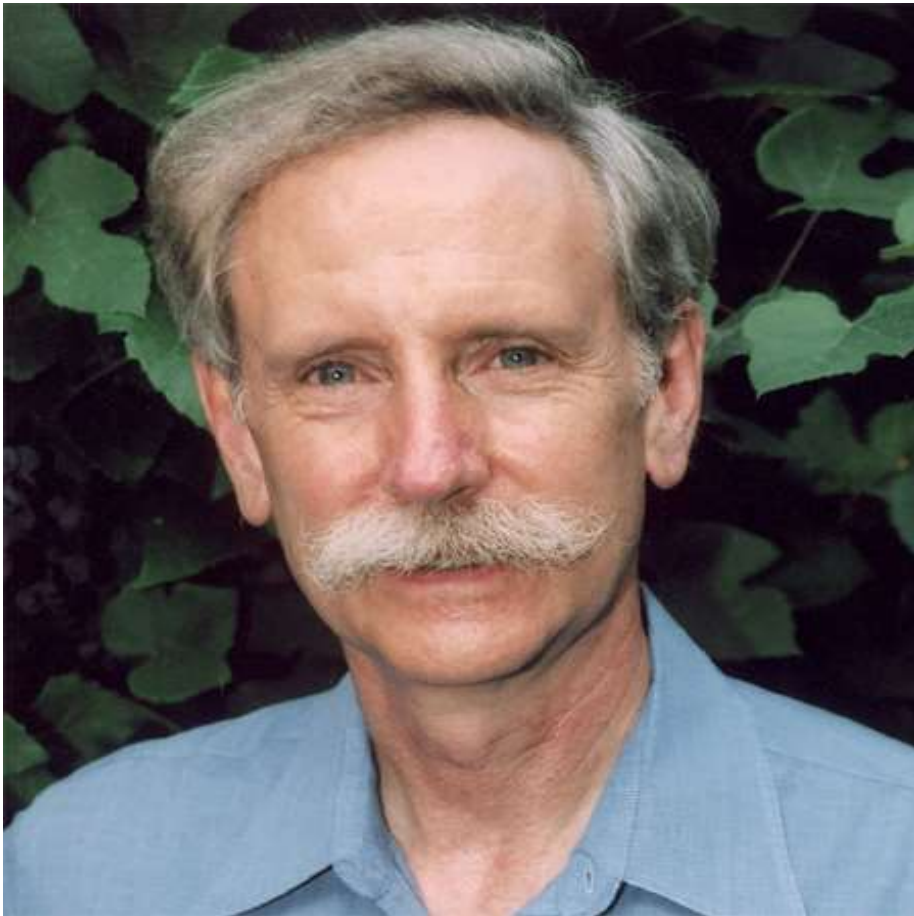
Retail sales > £10M

25% Exported

Lizi's™

Walter Willett – Harvard Medical School

Founder of GL and The Healthy Eating Pyramid



GI vs GL

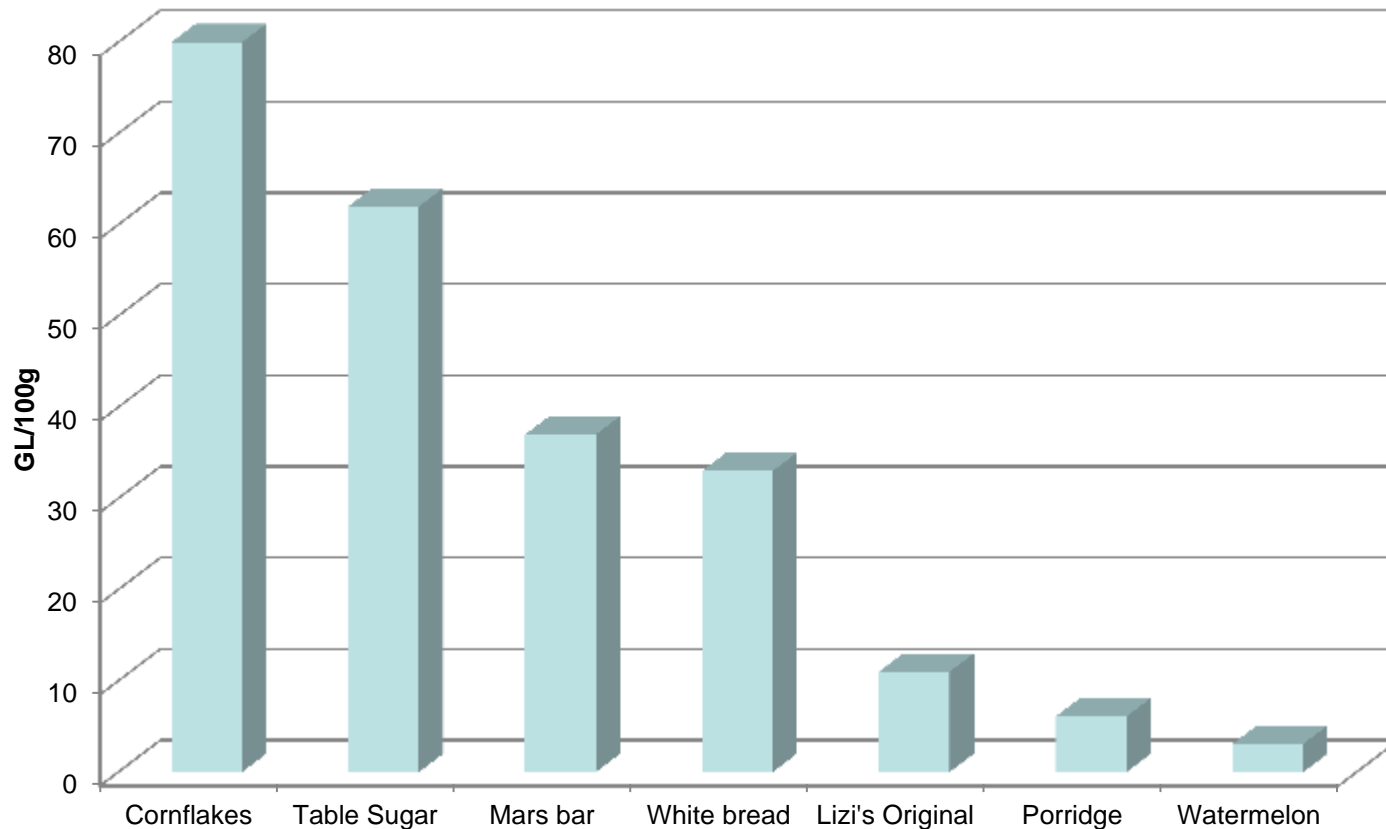
- GI rates the glycaemic effect of carbohydrate in foods relative to glucose (100%).
- GI sorts the good carbs from the bad carbs
- GL (***of a serving***) tells you how that food will impact your blood sugar level
- GL can be measured as the quantity of glucose that gives the same blood sugar response
- GL has units of grams (glucose equivalent)

Blood glucose response is proportional to glycaemic load

- By following glycaemic response, products can be compared with one another and absolutely against glucose.
- The glycaemic load (GL) is obtained by finding the weight of oral glucose which produces the same glycaemic response (i.e. the same area under the curve).



GL/100g gives percentage of food that ends up as glucose in the bloodstream





Granola

- Oats, nuts, seeds baked in oil and sugar
- Sugar Content from 9%(Lizi's) - 27%(Kelloggs)
- Annual sales in UK - £44M
- Fastest growth in cereals (47% 2013/14)
- Key players: Jordan's, Kellogg's, Quaker, Dorset

“The devil’s candy”?



- Fructose has had a very bad press lately
- Fructose metabolises like fat
- Fructose has a very low GI
- Fructose is the sweetest sugar so you can use very little
- Fructose has been in human diet since the origins of homo sapiens

Developing Low Sugar Granola

Stevia X

Oligofructose
X

IMO X

Just Low Sugar ✓



Lizi's™

No added Sugar?

US FDA Proposal

52% Sugar

Nutrition Facts	
8 servings per container	
Serving size	2/3 cup (55g)
Amount per 2/3 cup	
Calories	230
% DV*	
12%	Total Fat 8g
5%	Saturated Fat 1g
	<i>Trans Fat</i> 0g
0%	Cholesterol 0mg
7%	Sodium 160mg
12%	Total Carbs 37g
14%	Dietary Fiber 4g
	Sugars 1g
	Added Sugars 0g
	Protein 3g
10%	Vitamin D 2mcg
20%	Calcium 260mg
45%	Iron 8mg
5%	Potassium 235mg
* Footnote on Daily Values (DV) and calories reference to be inserted here.	



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The Real Problem

- It's not what we eat that's making us ill, It's how much we eat
- Sugar tempts us to eat more
- Modern lifestyle encourages energy imbalance
- Lack of exercise is a much bigger factor in ill health than diet



The Food & Drink Innovation Network

Sharing innovation best practice in the food & drink industry