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NATIONAL STARCH FOOD INNOVATION LAUNCHES GLOBAL RESISTANT STARCH

RESOURCE

National Starch Food Innovation has unveiled a global online portal that provides the nutrition and health community with up-to-date information on the benefits of fibre-rich resistant starch (RS). With a growing pool of research highlighting the far-reaching nutritional value of RS, resistantstarch.com is a one-stop resource designed to give dietitians, nutritionists, health professionals and academics 'must know' information on RS.

Resistantstarch.com combines scientific research with insights on RS from the media and nutritional community, offering valuable guidance on the sources and advantages of RS. The portal hosts information on the effects of RS on blood sugar response, digestive and colonic health and energy and weight management. A dedicated consumer research zone details perceptions of dietary fibre, RS, and the nutrients' health-promoting properties. Plus, the resources section offers health professionals the opportunity to keep abreast of latest developments in RS by highlighting opportunities to attend worldwide RS-related events and conferences.

The website provides health professionals and nutritional influencers with the vital tools to advise patients and new product developers on the role of RS in a healthy diet. These range from clinical research results to easy-to-follow recipes showing how to incorporate RS sources such as Hi-maize[®] resistant starch into consumers' daily diet. Hi-maize has been shown to contain the highest dietary fibre content of all commercially available natural RS ingredients. Easier to use than other fibres, the ingredient allows consumers to enjoy health and well-being in everyday foods. From bread rolls to baked snacks and breakfast cereals, Hi-maize enables manufacturers to add value in a wide spectrum of fibre-enriched products.

Pauline Taggart, business development manager, nutrition, National Starch Food Innovation, Europe, comments: “The new website offers the nutritional community a wealth of valuable information on resistant starch. At a time when healthy eating has gained unprecedented importance, resistantstarch.com represents a transparent and easy-to-use resource. This cross-industry portal enables a food-focused audience to inform themselves about the scientific data and public perspectives on this beneficial nutrient.”

Resistant starch is so-called as it resists digestion in the small intestine and reaches the colon where it acts as dietary fibre. Over the past two decades, research into the benefits of the nutrient has led to fresh ingredient innovation. In recognition of the vital role RS plays in nutrition, National Starch Food Innovation developed Hi-maize resistant starch. The ingredient offers multiple nutritionally important benefits when eaten as part of a healthy lifestyle, helping the body from within by letting it work as nature intended. Hi-maize strengthens the body’s digestive defences by promoting a healthy digestive system and delivering prebiotic activities. It can also help control blood sugar ‘highs’ by improving glycemic response.

Visitors to this summer’s 4th International Dietary Fibre Conference, to be held in Vienna from 1-3 July, will have the opportunity to explore resistantstarch.com and discuss the benefits and potential of RS with the team that developed Hi-maize. Resistantstarch.com complements National Starch Food Innovation’s recently-relaunched European website, foodinnovation.com, which offers wider insights into value-adding solutions for the food industry.

ENDS

Editor’s note:

National Starch Food Innovation is a leading global supplier of nature-based functional and nutritional ingredient solutions to the food and beverage industries. The company has a strong focus on delivering innovation to meet market and consumer trends in wholesome, clean label products,

texture, nutrition / wellness / vitality and delivery systems. This vision combined with an extensive, award-winning product range, market knowledge and technical expertise makes National Starch Food Innovation a partner of choice for the next generation of food producers.

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