

INTRODUCING A NEW CLEAN LABEL INGREDIENT FOR HEALTHY BAKING, SNACKING AND LIVING

The perfect solution to enrich your bakery or snack products in fiber, protein, and omega-3 with a single ingredient

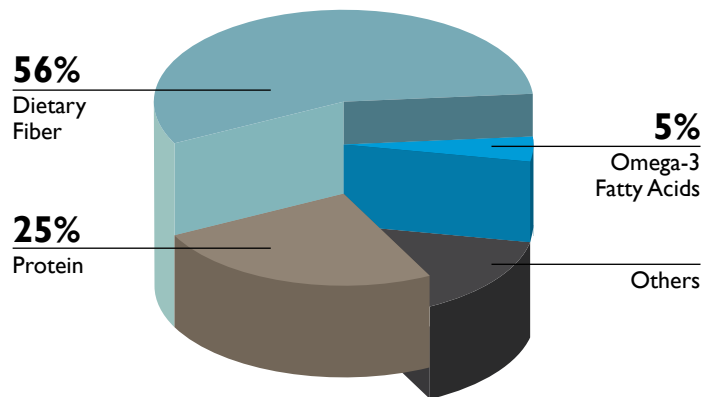
Benexia® Xia Powder 435 W LM is a multifunctional high protein fiber concentrate, extracted from the chia seed that has a total dietary fiber content of up to 56%, as well as 25% high biological value plant-protein and 5% omega-3.

Benexia® Xia Powder 435 W LM is a naturally occurring dietary fiber defined and approved by the FDA.

MICROTECHNOLOGY

Benexia® Xia Powder 435 W LM is processed by Microtech®, an exclusive and proprietary technology, specially designed for chia: it is a natural and organic milling process that turns the chia into micro-particles and guarantees a standardized particle size, for a very stable product, with the best shelf life and exceptional nutritional content.

XIA POWDER 435 W LM



NUTRITION FACTS

	100 g
Calories (kcal)	251
Total Fat (g)	9,1
Saturated (g)	1,1
Monounsaturated (g)	0,7
Polyunsaturated (g)	7,3
Omega-3 (Alpha Linolenic Acid) (g)	5,5
Omega-6 (Linolenic Acid) (g)	1,7
Available Carbohydrates (g)	0,1
Dietary Fibre (g)	56,0
Sugars (g)	0,1
Protein (g)	24,7
Sodium (mg)	2,8
Calcium (mg)	890
Potassium (mg)	830
Phosphorous (mg)	930

Benexia® brings an innovative solution to achieve great nutrition with a clean label ingredient

6 g (2 tablespoon) of Benexia® Xia Powder-435 W LM per serving is equivalent to:

- > 3 g of fiber "good source" (10% DV),
- > 1 g of proteins, and
- 300 mg of omega-3 (20% DV).

A UNIQUE SELLING PROPOSITION

Benexia® Xia Powder 435 W LM combines a better nutritional profile, softness with improved elasticity, and a healthy wholegrain appearance for a superior quality bread.

- Highly nutritional
- Clean labeling (non-GMO, 100% natural manufacturing process)
- Medium fine particle size to improve “whole grain” appearance
- With a great taste and texture (softness)
- Fewer calories
- High water absorption and capacity, along with high water retention
- Long-lasting freshness and shelf life
- Allergen free, gluten free
- Fully traceable and sustainable ingredient
- A new source of plant-based protein, fiber and healthy lipids
- 100% natural

FUNCTIONAL PROPERTIES

Benexia® Xia Powder-435 W LM has proven functional properties in bakery and snack applications:

- High water absorption and capacity: up to 9 times its weight
- Great to bind ingredients: replace egg , CMC and xanthan gum in baking gluten-free formulations
- Great texturizer and amazing marble dough formation
- Light nutty clean flavor
- Long-lasting freshness and shelf life
- Great for restrictive diets (gluten-free / allergen-free)

Reduce complex ingredients list with one ingredient vs +12 different seeds and grain flours, and achieve the same nutritional benefits.

CHIA = BALANCED NUTRITION = HEALTH BENEFITS

Benexia® Xia Powder-435 W LM helps you create products with a cleaner label and less allergens: it can replace ingredients such as binders (xanthan gum, CMC, eggs, gluten), allergen protein flour (soy proteins, almonds proteins, dairy protein), allergen fiber flours (wheat flour), “No clean label” ingredients (psyllium, inulin, and others highly scientifically named ingredient).

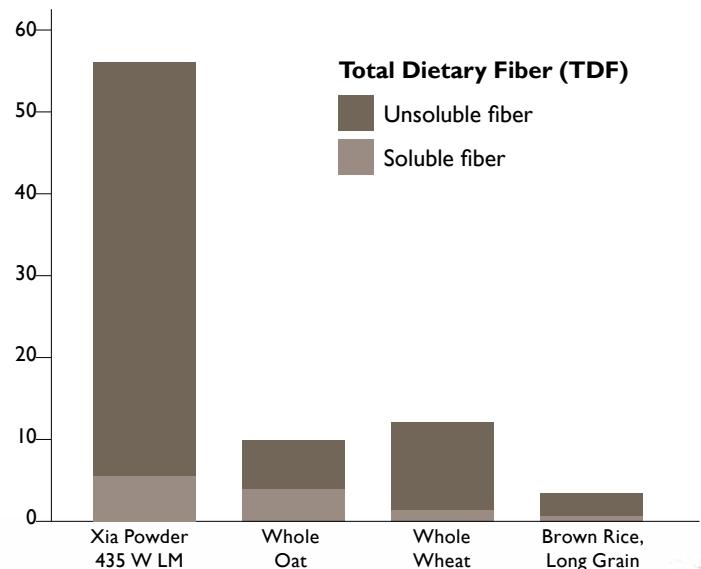
CONCEPTS

Benexia® Xia Powder-435 W LM is an excellent ingredient for:

Protein plus
Fiber plus
Clean label
Natural
Keto
Low carb
Allergen-free
Simplicity trends

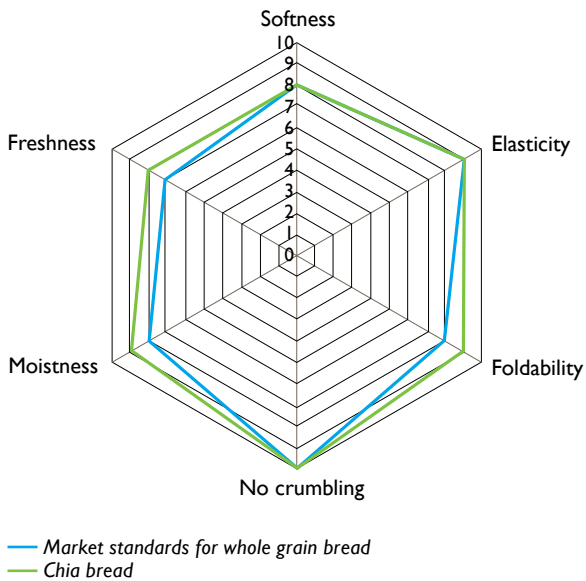
A PERFECTLY BALANCED DIETARY FIBER

Compared analysis of the total dietary fiber composition of different fiber ingredients:



A GREAT SENSORIAL QUALITY

Adding dietary fiber to bakery formulation can result in dry texture, low volume and shorter shelf life for the final product. A sensory evaluation (15 experts panelists) of a fiber bread with Xia Powder 435 W LM has provided the following results: when compared with a current marketed standard whole wheat bread, the sensory evaluation data indicate the consumers' preference for the crust color of the chia bread.



- Improved “whole grain” appearance
- Unique color
- Delivers excellent crumb characteristics
- Light neutral flavor, ideal for flavoring process



BAKERY AND SNACK APPLICATIONS

Benexia® Xia Powder 435 W LM is great to use in:

- **High fiber and high protein bread:** loaf, subs, buns, baguettes, ciabatta. Great for corner bakery, traditional bakery, food service bakery (coffee shop, fast food sandwich), retail finished bakery products, and freeze-dry bakery application.
- **Bar and granola:** applied to the binding syrup solution, in bars filling or coating, in bars inclusions, at any stage of the process.
- **Cookies (sweet and salt):** ideal to combine with other starch ingredients to increase the nutritional product composition in fiber, protein, omega-3 ALA, and calcium, while keeping an allergen-free clean label. It also can replace binders (CMC, xanthan gum) in gluten-free snack applications and replace eggs in vegan products.
- **Muffins, brownies and cakes:** Single healthy indulgent snack portion: great to replace stabilizers and increase dough binding, and water absorption, while enriching in fiber, protein, and omega-3.
- **Extruded cereal application** high in fiber and proteins.



Add health and nutrition to your finished product with Xia Powder 435 W LM

Xia Powder 435 W LM contains > 50% fiber



6 g of Xia Powder 435 W LM per portion is equivalent to 3 g/serving source of fiber

Nutritional claim “source of dietary fiber”

Xia Powder 435 W LM contains > 20% protein, more than any cereal flour



6 g of Xia Powder 435 W LM per portion is equivalent to a 1,4 g/serving of protein of high biological value

Xia Powder 435 W LM contains > 5% of omega-3 ALA



6 g of Xia Powder 435 W LM per portion is equivalent to 300 mg/serving of omega-3 ALA, 20% of the daily requirement

CLAIMS TO CONSUMER



Whole food, chia is considered as a healthy ingredient



Clean labeling: non-GMO, 100% natural manufacturing process



Allergen free: chia does not fall in any of the +20 allergen categories

Contact us for samples, application sheets and more information at info@benexia.com
Visit us at www.benexia.com