



# BARLEYmax<sup>®</sup> High Fibre Bread Mix

High in barley grain fibre

AB | MAURI

PURE  
ProGrains<sup>™</sup>

## A delicious mix blended with BARLEYmax® flour, kibble and flakes.

This blend bakes into a great tasting speciality bread that's not only been crafted with health<sup>1,2</sup> in mind, but also offers an excellent texture and a moreish taste. As part of its carefully developed recipe, the final baked product is high in barley grain fibre which supports a healthy gut<sup>1</sup>.

### Claims\*

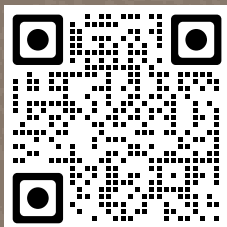
- High in Fibre
- Source of Protein
- Barley Grain Fibre Supports Gut Health<sup>1</sup>
- Barley Beta Glucan Supports Heart Health<sup>2</sup>

### Recipe

	Kg
BARLEYmax® High Fibre Bread Mix	1.000
White Bread Flour	1.000
Water	1.050
Fresh Yeast	0.050
Total	3.100

### What is BARLEYmax®?

BARLEYmax® is a UK grown, 100% wholegrain barley with high levels of barley grain fibre which supports digestive health<sup>1</sup>. It is fibre-rich compared to many conventional cereal varieties grown in the UK such as barley, wheat and oats, as it provides more than twice the dietary fibre per 100g. BARLEYmax® also contains beta-glucan, which supports positive heart health<sup>2</sup>.



[www.purecraft-abmauri.com](http://www.purecraft-abmauri.com)

[purecraft@abmauri.com](mailto:purecraft@abmauri.com)

01604 973630

 @purecraft\_abm

 @purecraft\_abm

 purecraft-abm



### DID YOU KNOW...

The NHS recommend that adults eat 30g of fibre every single day<sup>3</sup>, but in the UK and Ireland we fall short, consuming only around 20g per day<sup>4</sup> which means that the average consumer should aim to up their fibre game by 50%.

There is strong evidence that a diet high in fibre is associated with a lower risk of some diet related diseases<sup>5</sup>.

The food industry is making efforts to address this 'fibre gap'. One notable initiative is the "[Action on Fibre](#)" campaign, which strives to raise consumer awareness on the importance of fibre and expand the selection of higher fibre products on the shelves.

<sup>1</sup>High in barley grain fibre. Barley grain fibre contributes to an increase in faecal bulk. <sup>2</sup> 1g barley beta-glucans per 80g portion. Barley beta-glucans have been shown to lower blood cholesterol. High cholesterol is a risk factor in the development of coronary heart disease. The beneficial effect of beta-glucans is obtained with a daily intake of 3g of barley beta-glucans. <sup>3</sup> <https://www.nhs.uk/live-well/eat-well/digestive-health/good-foods-to-help-your-digestion/>. <sup>4</sup> [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/943114/NDNS\\_UK\\_Y9-11\\_report.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/943114/NDNS_UK_Y9-11_report.pdf). <sup>5</sup> <https://www.nhs.uk/live-well/eat-well/digestive-health/how-to-get-more-fibre-into-your-diet/>

\*The above health claims are relevant for bread baked in accordance with the recipe provided. The recipe provided has been analysed to ensure compliance with these claims, certificates are available on request. The customer shall be responsible for any and all nutrition or health claims intended for use in food labelling or advertising targeted towards consumers and shall ensure that such claims comply with all applicable laws, regulations and marketing conditions, including without limitation, regulation (EC) 1924/2006.