



NATURE'S GOLD® Baker's White Fibre Blend

**A Strong White Flour Blend for
High-Fibre Baking**

Innovation Made Simple

The White Loaf Consumers Love. The Fibre They Need

Today's consumers are looking for healthier bakery choices, but they still expect the look, taste and eating experience of a traditional white loaf.

NATURE'S GOLD Baker's White Fibre Blend has been developed to help bakers meet this demand with confidence. Combining carefully selected wheat with ADM's milling expertise, this innovative flour blend delivers the nutritional benefits of high fibre while maintaining the appearance, flavour and baking performance of a strong white bread flour.

For craft bakers looking to stand out from supermarkets, introduce healthier options or create premium product ranges, Baker's White Fibre Blend makes high-fibre baking simple.

Consistent Performance. Modern Nutrition

Designed for demanding bakery environments, NATURE'S GOLD Baker's White Fibre Blend delivers:

- High-fibre wheat flour blend
- White flour appearance
- Strong loaf volume and structure
- Neutral flavour
- Excellent dough handling characteristics
- High water absorption to support yield and product quality
- Consistent batch-to-batch performance
- Simple implementation using ADM recommended recipes

Unlike traditional high-fibre products, this clean-label flour blend contains no added bran or isolated fibre ingredients.

Fibre Comparison Across the ADM Flour Portfolio*

Product	Dietary Fibre (per 100g flour)	Fibre Claim
ADM Sovereign White Flour	3.7g	Source of Fibre
ADM NATURE'S GOLD Brown Flour	7.5g	High in Fibre
ADM Millers Gold Wholemeal Flour	9.7g	High in Fibre
ADM NATURE'S GOLD Baker's White Fibre Blend	14.5g	High in Fibre

* Typical values based on internal ADM testing and calculated comparisons of ADM flour products only. Values relate to flour composition per 100g and not the finished baked product.

To achieve high-fibre claims on finished baked products, bakers should follow ADM recommended recipes and processing guidance.

What Makes This Flour Different?

Consumers are actively seeking foods that support digestive health, satiety and healthier everyday eating. Yet the high-fibre flour market is largely dominated by brown, wholemeal or visibly coarse products.

We've identified a clear opportunity: a naturally high-fibre flour blend that delivers the fibre consumers are looking for while producing the white bread they already know and enjoy.

NATURE'S GOLD Baker's White Fibre Blend helps bridge that gap.

More Fibre In Every Slice

Fibre Comparison per slice
(Based on 40g bread slice)

**Standard
White Bread**



**Bread Made with NATURE'S GOLD
Baker's White Fibre Blend**



Nearly 3x More Fibre Than Standard White Bread

Bread baked using NATURE'S GOLD Baker's White Fibre Blend delivers more than **6g fibre per 100g**, allowing finished products to qualify as **High in Fibre** when produced according to ADM recommended recipes.

Why it matters

Consumers increasingly associate fibre with overall health and wellbeing, not simply digestive health.

A diet rich in fibre is associated with:

- Heart health
- Reduced risk of stroke
- Reduced risk of Type 2 diabetes
- Reduced risk of bowel cancer
- Improved gut health
- Increased satiety and fullness
- Evolving nutritional needs associated with anti-obesity medication users

For bakers, fibre represents an opportunity to create products that deliver added value while satisfying changing consumer expectations



Fibre: A Growing Opportunity

Government guidelines recommend increasing dietary fibre intake as part of a healthy, balanced diet. However, most adults currently consume significantly less than the recommended amount.

Recommended Daily Fibre Intake

Age Group	Daily Fibre Intake
Children (2 years+)	15g
Primary school age	20g
Secondary school age	25g
Adults	30g

"Government guidelines say our dietary fibre intake should increase to 30g a day as part of a healthy balanced diet. As most adults are only eating an average of about 20g a day, we need to find ways of increasing our intake."

NHS

Recommended Applications

Ideal for:



Bread



Bread Rolls

For optimum performance and to support fibre-related claims on finished products, please follow ADM recommended recipes and processing guidelines.

Please note: Changes to ingredient composition, recipe formulation or processing conditions may alter the dietary fibre content of the finished product and could affect eligibility for fibre-related nutrition claims.

Nutrition & Health Claims

UK Nutrition and Health Claims Legislation (retained EU rules)

- **Source of Fibre:** ≥3g fibre per 100g or ≥1.5g per 100 kcal
- **High Fibre:** ≥6g fibre per 100g or ≥3g per 100 kcal

Claims apply to the composition of the finished product and should be assessed against the final baked product. Fibre values shown are based on internal ADM testing and recommended formulations.

Helping You Prepare for Tomorrow's Requirements

Proposed updates to school food standards in England include consultation on a minimum fibre requirement of 3g per 100g for bread products, alongside greater emphasis on healthier grain-based options.

For bakeries supplying schools and education catering channels, NATURE'S GOLD Baker's White Fibre Blend offers a practical way to develop white bread products that help meet higher fibre expectations while maintaining the appearance and taste consumers prefer.

Proposals remain subject to consultation outcomes and final implementation requirements.

Your Fibre Innovation Partner

Fibre Solutions from ADM

ADM offers a range of ingredient solutions to help bakers develop nutritious, high-value bakery products:

ADM Milling

- Baker's White Fibre Blend
- Wholemeal Flour
- Baker's Bran

ADM Nutrition

- Fibersol® Dietary Fibre Solutions

ADM WILD

- Bean and Pulse Flours

Innovation Made Simple

From flour to formulation support, ADM helps bakers create products that meet changing consumer demands with confidence, consistency and simplicity.

Sustainability Made Practical

All ADM flour is milled in the UK using 100% renewable electricity, helping support your sustainability goals without adding complexity to your operation.