



## Freedom Foods Launches the First *Truly Functional* Food: BARLEY+ Set to Revolutionise Gut Health!

Freedom Foods is excited to announce a brand-new range of wholegrain muesli and muesli bars called Barley+, which brings new innovation to the health food aisle.

This new range is truly innovative, as it includes a superior wholegrain called BARLEYmax™ as its key ingredient.

BARLEYmax™ was developed by Australia's CSIRO as part of their research into grains with higher fibre content and enhanced nutritional benefits.

Freedom Foods Group has partnered exclusively with Coles to sell this exciting new product range, which will be on shelves from mid-July.

Scientists saw potential to help combat a range of health problems by increasing the amount of specific types of fibre in people's diets that are required for good gut-health.

Fibre types can be grouped into three families - insoluble, soluble and resistant starch. The latter two play particularly important roles as prebiotics and it is these that often fall seriously short in our diets, especially resistant starch.

The CSIRO turned their attention to an already fibre-rich wholegrain barley, and using conventional plant breeding techniques developed a cultivar of barley with exceptional levels of all three types of fibre. It seems that consuming all three types together is most effective in boosting our all-important gut health.



**Phil Larkin, a Chief Research Scientist with CSIRO Agriculture and Food says,** *“In 1998 CSIRO found a new strain of barley, known as Himalaya 292, which became the focus of plant breeding efforts and led to the development of BARLEYmax™. Nutritional analysis showed this barley had a low glycaemic index and promoted key indicators of bowel health, especially short chain fatty acid production. It is fantastic to see Freedom Foods Group taking BARLEYmax™ to market with this new range of products.”*

**Tom Dusseldorp, Chief Marketing Officer for Freedom Foods Group says,** *“It is hard to bring true innovation to food products as everyone is using the same ingredients. It ends up being a marketing challenge. At Freedom Foods Group, we have a mission of ‘Making food better’ and part of this mission is finding new ingredients that can feed our gut bacteria the right stuff. We are very proud of Barley+ and with the inclusion of BARLEYmax™ we have created a proposition that will have true function – this is something people actually need and will have great benefits to their health.”*

### **The Benefits of Prebiotic Fibre and Other Fibre Types**

Until recently fibre was generally thought of as one entity: what is sometimes referred to as ‘roughage’ and primarily important to keep us regular. This is indeed crucial for good health – if you’ve ever suffered from constipation you’ll understand just how crucial that is! Symptoms include lethargy, bloating, discomfort abdominal pains, bad breath and general lack of appetite. Ultimately, not only can your stomach be effected, but so can your concentration and brain power.

Certain types of fibre form a gel in the intestines, slowing down the attack of our digestive enzymes that break down the carbohydrates (starch and sugars) in our food. This in turn slows down their absorption and thus reduces the rise in blood glucose (sugar) levels. These types of fibre are hugely beneficial for blood glucose control.

Other types of fibre are highly effective at lowering blood cholesterol levels, especially LDL-cholesterol, the type that is associated with an increased risk of heart disease.

The most recent and exciting research is that certain types of fibre are premium fuel for the good gut bugs that live primarily in the colon. These types of fibre are called prebiotics. Barley+ is naturally loaded with exceptional concentrations of these good prebiotics.

### **Prebiotics and Probiotics: What’s the Difference?**

Probiotics are beneficial bacteria that we consume, either as supplements or present in fermented foods such as yoghurt, cheese, kefir, miso, sauerkraut or kimchi. In contrast, prebiotics are ‘food’ for the good bacteria already living in your gut.

Arguably prebiotics are more important as they encourage the growth of the good bugs already there in your gut. As they grow stronger they push out the bad guys, making your gut stronger and healthier. Probiotics on the other hand may not survive the journey to your colon and if they do, may not be able to compete against those bugs already there to make it their home.



**Dr Joanna McMillan, Nutrition Advisor for Freedom Foods Group** describes the importance of eating wholegrains. She says, *“The evidence from nutrition science research highlights that eating more wholegrains reduces our risk of chronic diseases like type 2 diabetes and heart disease, and even helps us to control our weight. Refined grains do not deliver these benefits and may even increase our risk. One of the main reasons for this is that wholegrains are one of our key food sources of several types of fibre, but especially prebiotics.*

*Unfortunately, Australians are falling short on our intake of wholegrains. Less than a third of us eat the recommended amounts. For adults that is 4-6 serves of grain foods a day, with at least two-thirds coming from wholegrains – but the more the better!”*

### How Can Barley<sup>+</sup> Benefit Your Digestive Health?

Just one 50g serve of Barley<sup>+</sup> Muesli delivers almost 2 serves of wholegrains, putting you well on target to your recommended daily intake. The wonderful mix of the three fibre types, including resistant starch feeds your good gut bacteria, in turn keeping your gut healthy. Scientists are uncovering all sorts of knock-on effects that come from having good gut bugs, not just for gut health, but for overall wellbeing.

Meeting your wholegrain and fibre requirements is easy and most importantly delicious with the Barley<sup>+</sup> range! The muesli collection comprises of: Cranberry & Nuts Muesli, Pink Lady & Macadamia Muesli and Traditional Porridge. The snack bar range includes: Cranberry & Almond, Pink Lady & Chai, Seven Seeds, and Wild Berry & Yoghurt.



**If you would like to interview Dr Jo McMillian or trial the Barley<sup>+</sup> range please contact:**

**Katy Moore / Polkadot Communications / 02 92814190 / [Katy@polkadotcomms.com.au](mailto:Katy@polkadotcomms.com.au)**

#### About Freedom Foods

Freedom Foods Group is a leading global health food company that has a mission of ‘Making food better’. Our mission is to make great tasting, high quality, healthy foods and beverages for Australia and overseas. This mission encompasses every aspect of the food supply chain from: Paddock with key dairy and grains contracted for growing, to milling at our Freedom Foods milling operation, to manufacture at any of our 6 state of the art operations in NSW & Victoria. Our sites focus on value added Cereal and Snacking, Plant based beverages and Dairy based beverage and nutritional products. We believe that healthy eating is a choice that people struggle with every day and our people at Freedom Foods Group share this same challenge: a need for a wider and more trusted range of healthier foods that everyone can enjoy.

For more information about Freedom Foods and their products, please visit:  
[freedomfoods.com.au](http://freedomfoods.com.au)