

Freedom Foods & CSIRO Fuel the Waratahs

Freedom Foods new Barley+ gut improving range of cereals and snacks has become a firm favourite with the team



Australia's top rugby union team has joined forces with Freedom Foods to ensure their players are kept in tip top condition by feeding them with the superior wholegrain cereals and snacks, courtesy of the company's new range: Barley+.

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.

The CSIRO 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 unique quality of grain is the exceptional levels of all three types of fibre.

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. Freedom Foods Barley+ is naturally loaded with exceptional concentrations of these good prebiotics.

The official Nutritionist for Waratahs Ryan Pinto says, *"We have decided to partner with Barley+ because we were looking for products that contain the vital nutrients important for athletes. Not only is it low GI, the high fibre content is also a prebiotic, which helps to increase the good bacteria in the stomach and in turn, supports the immune system. A bonus is that the products taste great and we use these in many of our recipes, from smoothies as a yoghurt topper to protein balls for fibre to keep them fuller for longer."*

If you would like further info or imagery, to interview Nutritionist for the Waratahs Ryan Pinto or to sample the Barley+ range please contact: Katy Moore, Polkadot Communications, 02 92814190 or katy@polkadotcomms.com.au

Notes to Editor

Trusted nutritionist and healthy lifestyle authority, Dr Joanna McMillian, is working with Freedom Foods as their Nutritional Advisor. Joanna's role is to review and assess all the company's products and offer an impartial and authoritative opinion to guide both Freedom Foods and Australians to boost their vitality and inner wellbeing.

About Freedom Foods Group:

Freedom Foods Group is a listed innovative FMCG company that has a mission of making food better. They make great tasting, high quality, healthy foods and beverages for Australia and overseas.

For more information about Freedom Foods and their products, please visit: www.ffgl.com.au