

mononitrate (B1), riboflavin (B2), folic acid)] modified wheat starch, wheat gluten, soy fiber, wheat protein isolate (wheat gluten, lactic acid, sulfite), yeast, high fructose corn syrup, soybean oil, contains 2% or less of: calcium sulfate, extracts of malted barley and corn grits, salt, vinegar, potato flour, ethoxylated mono and diglycerides, enzymes, dough conditioners (calcium dioxide, datem), natural flavor (maltodextrin, soy protein isolate, autolyzed yeast, partially hydrogenated soybean oil, eggs), sucralose, calcium propionate (to retain freshness).

Nutrition (white):

Serving size 1 slice (28g), servings per container 20, calories 60, calories from fat 10, total fat 1g, saturated fat 0g, trans fat 0g, cholesterol 0mg, sodium 140mg, total carbohydrate 10g, dietary fiber 4g, sugars 1g, protein 4g, vitamin A 0%, vitamin C 0%, calcium 15%, iron 6%, thiamine 4%, riboflavin 2%, niacin 4%, folate 2%

Company: George Weston Bakeries
Item ID: 10169634
Brand: Thomas' Carb Consider
Product: Low Carb English Muffins
Category: Bakery
Sub-Category: Bread & Bread Products
Country: USA
Launch Type: New Product
Date Published: May-2004
Price in local currency: \$3.29
Price in Euros:€2.72
Price in US Dollars: \$3.29
Pack Size: 12.00oz
Package Type:Flexible
Package Material: Plastic
Storage: Shelf stable
Bar Code: 048121216429
Distribution Type (US records only):
Supermarket, Internet/Mail Order
New Product Count: 1



Product Description

Thomas Carb Consider English Muffins are now available for low-carb diets. These muffins contain only 14g of net carbs per muffin and are also low in fat and cholesterol. A pack contains six muffins.

Ingredients

Unbleached enriched wheat flour [flour, malted barley flour, reduced iron, niacin, thimin mononitrate (vitamin B1), riboflavin (vitamin B2), folic acid), water, **modified food starch**, soy fiber, yeast wheat gluten, whey protein, paprika, polydextrose, wheat protein isolate, soybean oil, grain vinegar, natural flavor, preservatives (calcium propionate, sorbic acid), salt, nonfat milk, leavening (monocalcium phosphate, sodium acid pyrophosphate, baking soda), soy flour, whey, ethoxylated mono and diglycerides, sodium stearoyl lactylate, xanthan gum, sucralose

Nutrition

Serving size 1 muffin (57g), servings per container 6, calories 100, calories from fat 15, total fat 1.5g, saturated fat 0g, trans fat 0g, polyunsaturated fat 0.5g, trans fat 0g,, polyunsaturated fat 0.5g, monounsaturated fat 0g, cholesterol less than 5mg, sodium 220mg, total carbohydrate 23g, dietary fiber 9g, sugars 0g, protein 7g, vitamin A 0%, vitamin C 0%, calcium 15%, iron 6%

Positioning Claims

Low Cholesterol
Low Fat
Low Carb

Company: Franz Baking
Item ID: 10165139
Brand: Franz Smart Nutrition
Product: Breads
Category: Bakery
Sub-Category: Bread & Bread Products
Country: USA
Launch Type: New Product
Date Published: Mar-2004
Price in local currency: \$2.99
Price in Euros: €2.61
Price in US Dollars: \$2.99
Pack Size: 16.00oz
Package Type: Flexible
Package Material: Plastic
Storage: Shelf stable
Distribution Type: Supermarket
Distribution (US records only):
National
New Product Count: 4



Product Description

The company four Smart Nutrition Breads: 7-7-60, contains 7g of carbs and protein and 60 calories per slice; Healthy Carb Whole Grain, contains inulin (chicory fiber), and is a good source of fiber; Net 4 Reduced Carb, contains 4g of net carbohydrates, no trans fat or high fructose corn syrup, and is a source of protein, calcium, iron, and folic acid; and Sugar Free 100% Whole Wheat, contains no artificial sweeteners.

Ingredients

7-7-60: water, wheat proteins, enriched unbleached wheat flour (wheat flour, malted barley flour, niacin, reduced iron, thiamin mononitrate (vitamin B1), riboflavin (vitamin B2), folic acid (vitamin B9), oat flour, soy protein, soy fiber, **modified wheat starch (a resistant starch)**, inulin (chicory fiber), maltitol, contains 2% or less of the following: soybean oil, yeast, raisin juice, calcium sulfate (source of calcium), salt, mono- and diglycerides, vinegar, calcium propionate (mold inhibitor), monocalcium phosphate, soft white wheat flour, reduced iron, folic acid, nonfat dry milk

Positioning Claims

Low Carb
Added Fiber
Added Calcium
Vitamin/Mineral Fortified
Low Sugar

Company: Alpha Baking
Item ID: 10164027
Brand: S. Rosen's Carb Right
Product: Bread Extension
Category: Bakery
Sub-Category: Bread & Bread Products
Country: USA
Launch Type: New Variety/Range Extension
Date Published: 09-Mar-04
Price in US Dollars: 3.19
Pack Size: 17.00oz
Package Type: Flexible
Package Material: Plastic
Storage: Shelf stable
Bar Code: 073711801433
Distribution Type: Supermarket
New Product Count: 3



<u>Product Variant</u>	<u>Flavours</u>	<u>Positioning Claims</u>
Premium Wheat Bread	-	Premium Low/No/Reduced Carb
Hamburger Buns	-	Low/No/Reduced Carb
Hotdog Bun	-	Low/No/Reduced Carb

Product Description

S. Rosen's Carb Right Breads are now available in three varieties: Premium Wheat Bread, Hamburger Buns, and Hotdog Buns. All three contain only 6g of net carbs.

Ingredients

Premium Wheat Bread: water, enriched bleached wheat flour (wheat flour, malted barley, flour, niacin, reduced iron, thiamine mononitrate, riboflavin and folic acid), whole wheat flour, chicory fiber (inulin), wheat gluten, **modified wheat starch (a resistant starch)**, soy fiber, soy protein isolate, wheat protein isolate, soybean oil, contain 2% or less of the following: salt, calcium sulfate (a source of calcium), barley malt, yeast, vinegar, mono- and diglycerides, calcium propionate (a mild inhibitor), soy flour, soft white wheat flour, monocalcium phosphate, guar gum, sodium stearoyl lactylate, datem, acesulfame potassium, azodicarbonamide, reduced iron, folic acid

Nutrition

Serving size 1 slice (28g), servings per container approx. 17, calories 50, calories from fat 10, vitamin A 0%, thiamin 4%, vitamin C 0%, riboflavin 10%, calcium 15%, niacin 6%, iron 10%, folate 10%

Company: Pan-O-Gold Village Hearth Bakers
Item ID: 10162872
Brand: Village Hearth
Product: Carb Control Bread Extension
Category: Bakery
Sub-Category: Bread & Bread Products
Country: USA
Launch Type: New Variety/Range Extension
Date Published: 25-Feb-04
Price in US Dollars: 2.99
Pack Size: 16.00oz
Package Type: Flexible
Package Material: Plastic
Storage: Shelf stable
Bar Code: 076057004162
Distribution Type: Supermarket
New Product Count: 2



Product Variant

Butter White

Butter Wheat

Flavours

-

-

Positioning Claims

Vitamin/Mineral Fortified
 Low/No/Reduced Carb
 Vitamin/Mineral Fortified
 Low/No/Reduced Carb

Product Description

The company introduces its Village Hearth Carb Control Bread in two varieties; Butter White and Butter Wheat. They contains 4g of net carbohydrates per slice.

Ingredients

Butter White: water, wheat gluten, resistant starch (modified wheat starch), unbleached wheat flour, wheat protein isolate (wheat gluten, lactic acid, sulfite, cottonseed fiber, yeast, soybean oil, salt, butter, vinegar, natural flavor, calcium propionate (preservative), dextrose, monoglyceride, succinylated monoglyceride, guar gum, sucralose, azodicarbonamide, ascorbic acid (dough conditioner), enzymes, malted barley flour

Nutrition

Serving size 1 slice (25g), servings per container 18, calories 45, calories from fat 10, total fat 1g, saturated fat 0g, trans fat 0g, cholesterol 5mg, sodium 120mg, total carbohydrate 8g, dietary fiber 4g, sugars 0g, protein 5g, vitamin A 0%, vitamin C 0%, calcium 2%, iron 2%

LOW-CARBOHYDRATE PECAN SHORTBREAD COOKIE

INGREDIENT	SUPPLIER	% BATCH
1. Fibersym™ 70	MGP Ingredients ¹	36.08
2. Arise® 8000	MGP Ingredients ¹	4.18
3. Litesse II	Danisco	0.51
4. Baking Soda		0.44
5. Cream of Tartar		0.42
6. Acesulfame K	Nutrinova ²	0.02
7. Sucralose (Splenda)	Tate and Lyle ³	0.01
8. Xanthan Gum	TIC Gums	0.31
9. All Purpose Shortening		23.15
10. Isomalt	Palatinit ⁴	22.07
11. Liquid Whole Egg		5.10
12. Vanilla Extract		0.44
13. Artificial Almond Flavoring		0.44
14. Chopped Pecans		6.83
Total		100.00

Nutrition Facts	
Serving Size (30g)	
Servings Per Container	
Amount Per Serving	
Calories 90	Calories from Fat 80
% Daily Value*	
Total Fat 9g	13%
Saturated Fat 1.5g	7%
Cholesterol 5mg	2%
Sodium 40mg	2%
Total Carbohydrate 17g	6%
Dietary Fiber 8g	32%
Sugars 0g	
Sugar Alcohol 7g	
Protein 2g	
Vitamin A 0%	Vitamin C 0%
Calcium 2%	Iron 0%
*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:	
	Calories: 2,000 2,500
Total Fat	Less than 65g 80g
Saturated Fat	Less than 20g 25g
Cholesterol	Less than 300mg 300mg
Sodium	Less than 2,400mg 2,400mg
Total Carbohydrate	300g 375g
Dietary Fiber	25g 30g
Calories per gram:	
Fat 9 • Carbohydrate 4 • Protein 4	

Procedures:

- Blend ingredients 1-8 together.
- In separate bowl cream ingredients 9 and 10 (Shortening and Isomalt).
- Add ingredients 11, 12 and 13 to creamed mixture and mix until well blended.
- Slowly add **step 1** to blended **steps 2 and 3**. Mix for 3 minutes.
- Add chopped pecans and mix together.
- Scale dough into 30g balls.
- Bake at 360°F for 10-13 minutes in a convection oven.

- ¹ MGP Ingredients Inc. 1.800.255.0302
² Nutrinova 1.800.786.3883
³ Tate and Lyle 1.866.772.7347
⁴ Palatinit 1.800.476.6258

Ingredients:

Modified Wheat Starch, Vegetable Shortening (Partially Hydrogenated Soybean and Cottonseed Oils), Isomalt, Pecans, Eggs, Wheat Protein Isolate, Polydextrose, Natural and Artificial Flavoring, Baking Soda, Cream of Tartar, Xanthan Gum, Acesulfame K and Sucralose.

Note: Genesis software was used to generate the above Nutrition Facts panel, and does not account for any changes that may occur during food processing.

The information and recommendations in this sheet are based on our experience and analysis using standard procedures, and are believed to be accurate and reliable. However, they serve merely as typical guides, and are presented in good faith for the benefit of our customers. No guarantee, expressed or implied, is made regarding accuracy of the analysis, patent infringement, liabilities, or risks involved from the application of our products.

Company: PureDe-Lite
Item ID: 10162487
Brand: Pure De-Lite Dip & Twists
Product: Chocolate Covered Pretzels
Category: Confectionery
Sub-Category: Chocolate Confectionery
Country: USA
Launch Type: New Variety/Range Extension
Date Published: Feb-2004
Price in local currency: \$2.79
Price in Euros: €2.43
Price in US Dollars: \$2.79
Pack Size: 2.00oz
Package Type: Flexible
Package Material: Plastic
Storage: Shelf stable
Bar Code: 812088010013
Distribution Type: Supermarket
New Product Count: 2



Product Description

The company introduces Pure De-Lite Dip & Twists Chocolate Covered Pretzels. They are "Ideal for Low-Carb Dieters!" and are available in Dark Chocolate, made from imported Belgian chocolate; and White Chocolate varieties.

Ingredients

Dark Chocolate: chocolate coating (cocoa mass, maltitol, cocoa butter, soy lecithin, natural vanilla), pretzels (soy protein isolate, **modified wheat starch**, soy flour, whole wheat, butter, wheat protein isolate, salt, malt, pectin, corn syrup, baking powder, lecithin, natural flavors, yeast); may contain traces of peanuts and other nuts and seeds; excessive consumption may have a laxative effect in people sensitive to sugar alcohols

Nutrition

Serving size 1 oz., servings per container 2, calories 140, calories from fat 70, total fat 7g, saturated fat 4.5g, cholesterol less than 5mg, sodium 150mg, total carbohydrate 14g, dietary fiber 3g, sugars 0g, sugar alcohols 8g, protein 5g, vitamin A 0%, vitamin C 0%, calcium 0%, iron 2%

Positioning Claims

Low Carb

Flavours

Other Flavour

Wheat Bread

Record ID: 10211430
Company: Safeway
Brand: Watch'n Carbs
Category: Bakery
Sub-Category: Bread & Bread Products
Country: USA
Date Published: 23 Mar 2005
Launch Type: New Product
Price in local currency: \$2.69
Price in Euros: €2.04



Product Description

Watch'n Carbs Wheat Bread contains only 6g of net carbs per serving.

Product Analysis

Package Type: Flexible
Package Material: Plastic
Pack Size: 16.00 oz
New Product Count: 1
Storage: Shelf stable
Bar Code: 021130183876
Distribution Type (US records only): Supermarket

Product Variants

Product Variant	Flavours	Positioning Claims
—	Wheat, Bread	Low/No/Reduced Carb

Ingredients & Nutrition

Ingredients: Water, whole wheat flour, wheat gluten chicory fiber (inulin), modified wheat starch (a resistant starch), soy fiber, soy protein isolate, contains 2% or less of the following: wheat protein isolate, salt, soybean oil and/or canola oil, wheat bran, raisin juice, yeast, whey (milk), dough conditioners (may contain one or more of the following: ethoxylated mono and diglycerides, sodium stearoyl lactylate, datem, calcium sulfate, soy flour), mono and diglycerides, monocalcium phosphate, vinegar, soft white wheat flour, acesulfame potassium, reduced iron, calcium propionate (added to retard spoilage)

Nutrition: Serving size 1 slice (28g), servings per container about 16, calories 60, calories from fat 5, total fat 0.5g, saturated fat 0g, trans fat 0g, cholesterol 0mg, sodium 140mg, total carbohydrate 10g, dietary fiber 4g, sugars 0g, protein 4g, vitamin A 0%, vitamin C 0%, calcium 15%, iron 10%, thiamin 4%, riboflavin 10%, niacin 20%, folate 10%

Pasta Extensions

Record ID: 10211919
Company: Loblaws
Brand: President's Choice
 Blue Menu
Category: Side Dishes
Sub-Category: Pasta
Country: Canada
Date Published: 18 Mar 2005
Launch Type: New Variety/Range
 Extension
Price in local currency: 2.49CAD
Price in US Dollars: \$2.05
Price in Euros: €1.54

Product Description

President's Choice Blue Menu Spaghetti contains 51g of carbs per serving. It is an ideal source of fiber and protein. A Penne Rigate variety is also available.

Product Analysis

Package Type: Carton
Package Material: Board
Pack Size: 454.00 g
New Product Count: 2
Storage: Shelf stable
Bar Code: 060383752897
Distribution Type (US records only): Supermarket

Product Variants

Product Variant	Flavours	Positioning Claims
Spaghetti	Unflavoured	Added Fiber, Low/No/Reduced Carb
Penne Rigate	Unflavoured	Added Fiber, Low/No/Reduced Carb

Ingredients & Nutrition

Ingredients: Spaghetti: enriched durum wheat semolina [contains thiamine mononitrate, riboflavin, niacin, ferrous sulphate (iron), folic acid], modified wheat starch, powdered wheat protein, wheat protein isolate
Nutrition: Per 1/5 package (91g), calories 330, fat 1.5g, saturated fat 0.4g, trans fat 0g, cholesterol 0mg, sodium 320mg, carbohydrate 51g, fiber 19g, sugars 2g, protein 27g, vitamin A 0%, vitamin C 0%, calcium 4%, iron 20%, thiamine 25%, riboflavin 6%, niacin 35%, folate 40%

Southwestern Style Chicken Wraps Kit

Record ID: 10219974
Company: Kraft Foods
Brand: South Beach Diet
Category: Meals & Meal Centers
Sub-Category: Meal Kits
Country: USA
Date Published: 19 May 2005
Launch Type: New Variety/Range Extension
Price in local currency: \$3.79
Price in Euros: €2.94



Product Description

South Beach Diet Southwestern Style Chicken Wraps Kit contains only 240 calories and provides 26g of protein. The kit includes two whole wheat tortillas, Louis Rich southwest seasoned chicken breast cuts with rib meat, chunky garden salsa, Kraft 2% milk natural reduced fat cheddar cheese shreds, and Jell-O brand sugar free strawberry gelatin. The kit makes two wraps.

Product Analysis

Package Type: Carton
Package Material: Board
Pack Size: 7.85 oz
New Product Count: 1
Storage: Chilled
Bar Code: 044700360446
Distribution Type (US records only): Supermarket

Product Variants

Product Variant	Flavours	Positioning Claims
—	Cheese (Cheddar), Strawberry	Low/No/Reduced Calorie, Cobranded, Low/No/Reduced Fat, Low/No/Reduced Sugar

Ingredients & Nutrition

Ingredients: Cooked chicken breast rib meat coated with southwestern seasoning: chicken breast with rib meat, water, contains less than 2% of sodium lactate, salt, chicken flavor (contains chicken broth salt, wheat starch, thiamine hydrochloride, flavor), potassium lactate, dextrose, southwestern flavor (flavor, salt), sodium phosphates, sodium diacetate, southwestern seasoning (spices, salt, garlic); sugar free strawberry gelatin: water, gelatin, adipic acid (for tartness), sodium citrate (controls acidity), citric acid (for tartness), aspartame, and acesulfame potassium (sweeteners), salt, red 40, artificial flavor, phenylketonurics: contains phenylalanine; whole wheat tortillas: water, **modified wheat starch**, whole wheat flour, cellulose powder, palm oil, vital wheat gluten, wheat protein isolate, contains less than 2% of salt, leavening (sodium bicarbonate, sodium acid pyrophosphate), cellulose gum, distilled monoglycerides, wheat starch, alpha amylase, preservatives (calcium propionate, sorbic acid, fumaric acid, sodium metabisulfite), vegetable oil (soybean and/or canola oils),



triglycerides, artificial flavor, caramel color, sucralose; garden salsa: water, tomato paste, green chili peppers, vinegar, dried onions, salt, food starch-modified, jalapeno peppers, green bell peppers, sugar, garlic powder, sodium benzoate and potassium sorbate as preservatives, citric acid, spice; 2% milk reduced fat natural cheddar cheese shreds: reduced fat cheddar cheese (pasteurized part-skim milk, cheese culture, salt, enzymes, annatto [color], vitamin A palmitate), cellulose powder (anticaking agent), natamycin (preservative)

Nutrition:

Serving size 1 package, calories 240, calories from fat 90, total fat 10g, saturated fat 5g, trans fat 0g, polyunsaturated fat 1g, monounsaturated fat 3.5g, cholesterol 55mg, sodium 1360mg, total carbohydrates 26g, dietary fiber 15g, sugars 2g, protein 26g

