

# Consumers Want Probiotics in Their Foods & Beverages and They're Willing to Pay More For Them!



## What Are Probiotics

According to the World Health Organization (WHO) probiotics are “live microorganisms which, when administered in adequate amounts, confer a health benefit on the host.”

There are numerous factors that can disturb your intestinal balance and decrease the level of beneficial bacteria in your gut such as:

- › Poor diet<sup>1</sup>
- › Age<sup>2</sup>
- › Illness<sup>3</sup>
- › Travel<sup>4</sup>
- › Stress<sup>5</sup>
- › Antibiotics<sup>6</sup>
- › Changes in diet<sup>7</sup>
- › Medications<sup>8</sup>

**Taking a probiotic can help keep you balanced. And with an astounding 70% of your immune system in your digestive system<sup>9</sup>, it makes sense that a healthy digestive system supports a healthy immune system.**

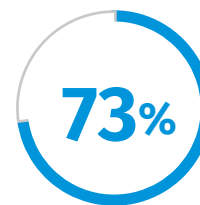
## GanedenBC<sup>30</sup>

### A One of a Kind Probiotic

GanedenBC<sup>30</sup> (*Bacillus coagulans* GBI-30, 6086<sup>®</sup>) is an EXTREMELY stable probiotic due to the cell's ability to form a natural protective spore. Just like seeds wait to grow when conditions are optimal, GanedenBC<sup>30</sup> spores wait to germinate until they reach the intestines where the moisture level, temperature and nutrient levels are just right. **This natural protective shell also gives GanedenBC<sup>30</sup> the ability to survive:**

- › Harsh manufacturing processes
- › Product shelf life
- › The journey through the digestive system

Many probiotics, such as those used in yogurt, are vegetative (ex. *Lactobacillus* and *Bifidobacterium*) and just can't survive these stresses.



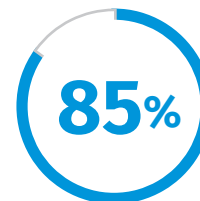
73% of global consumers consider food and drink products fortified with added nutrients appealing.

(GlobalData TrendSights Analysis: Added Functionality, Dec 2016)



70% of consumers in Europe find the claim 'good for digestion and gut health' appealing on food and drink products.

(GlobalData Global Consumer Survey Q4 2016)



85% of consumers globally prefer to consume health-enhancing ingredients through food.

(GlobalData Global Consumer Survey Q4 2017)



Europe is the **2nd largest** food & beverage probiotic market

(MarketsandMarkets Probiotic Market, Sept. 2017)

1,7 <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4303825/>  
2 E.P. Nyangale, et al., Journal of Nutrition, May 6,2014 DOI: 10.3945/jn. 114.199802  
3,6,8 <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5725362/>  
4,5 <https://doi.org/10.1016/j.jynstr.2016.03.001>  
9 <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2515351/>

## GanedenBC<sup>30</sup> is:

- Organic Compliant
- Available in Non-GMO Project Verified
- Kosher & Halal
- Supported by over 25 published papers
- Found in 900+ products worldwide
- Available in vegan, gluten-free and allergen-free
- U.S. FDA GRAS affirmed (Human & Infant)
- Applicable in dairy products, hot and cold beverages, cereals, baked goods, frozen products, powder blends, confections, healthy snacks, bars and many more...

Probiotic	FDA GRAS	Published Clinical Data	GRAS at Efficacious Levels	Shelf Stable in Foods
Lactobacillus	Strain Dependent	Strain Dependent	Strain Dependent	No
Bifidobacterium	Strain Dependent	Strain Dependent	Strain Dependent	No
<b>GanedenBC<sup>30</sup></b>	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>

## Benefits

GanedenBC<sup>30</sup>'s 25+ published studies confirm its safety, efficacy and digestive, immune and protein utilization benefits. In the EU, these probiotic foods and beverages are marketed as "contains cultures."

### Contact us.

Find out more about fortifying with probiotics.  
+1 866-777-0825 / [BC30Probiotic.com](http://BC30Probiotic.com)

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