

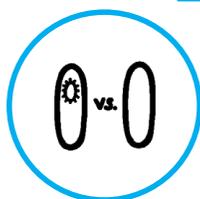
PROBIOTICS

KEY FACTS TO KNOW

Probiotics continue to gain traction as an ingredient in functional foods and beverages. But for manufacturers, there is often confusion surrounding these bacteria and the benefits they bring. Here are some of the top facts you need to know when formulating with probiotics.

SPORE FORMERS VS. VEGETATIVE CELLS: KNOW THE DIFFERENCE

- ✓ Spore formers (like GanedenBC³⁰) can withstand most manufacturing processes like heat, shear, HTST and HPP pasteurization, while vegetative cells (like *Lactobacillus* or *Bifidobacteria*) are more sensitive to heat, acid, and alkaline conditions.



BENEFITS ARE STRAIN SPECIFIC

- ✓ Just as CFU counts are strain specific, so are probiotic benefits. Not all probiotics deliver the same health benefits, so it's critical to formulate wisely and substantiate any product claims with science-supported evidence.



CFU STANDS FOR COLONY FORMING UNIT

- ✓ CFUs are how probiotics are measured in finished products. Specific claims need to be substantiated with clinical research that documents the strains used and the quantity of CFUs in the formulation. It's important to note that more CFUs aren't always better since probiotics and their health benefits are CFU-count-specific by strain.



SHELF STABILITY IS POSSIBLE

- ✓ Probiotics can be formulated into more than just the refrigerated dairy case. Stable, spore-forming probiotics can be incorporated into a wide variety of applications, including hot and cold beverages, baked goods, bars, and snacks.



CONSUMERS WILL PAY MORE FOR PROBIOTICS

- ✓ 79% of U.S. consumers say they would prefer to consume probiotics in food and beverage products, and nearly half of U.S. consumers are willing to pay at least 10% more for products fortified with probiotics, regardless of category.



Now that you have your facts straight, you're ready to take advantage of this growing market opportunity. To learn more, visit [GanedenProbiotics.com](https://www.ganedenprobiotics.com) and download our full whitepaper, "[10 Facts About Formulating Foods & Beverages with Probiotics](#)."



GanedenBC³⁰ (*Bacillus coagulans* GBI-30, 6086) is a spore-forming, patented probiotic ingredient that can be formulated into many food, beverage and companion animal products. Backed by over 25 published papers, GanedenBC³⁰ has an exceptional safety record with FDA GRAS status from the United States FDA. Part of Kerry's nutrition and wellness portfolio, GanedenBC³⁰ is natural, vegan, kosher & halal, Non-GMO Project verified, organic compliant and allergen-free. For more information, please visit [GanedenProbiotics.com](https://www.ganedenprobiotics.com)