

# WHERE TO FIND YOUR PROBIOTICS

BY JENNIFER HARRIS

Probiotics constitute a growing trend in the natural products industry, showing up in everything from baking mixes to flavored waters and granola. Gut health has become a focus, with consumers looking for ways to get probiotic benefits from foods that are already part of their daily lifestyle.

Many gluten-free companies are meeting consumer demand by adding GanedenBC30® (Bacillus coagulans GBI-30 6086), an allergen-free, vegan, kosher, halal and non-GMO-certified probiotic strain made by Ganeden Biotech, Inc., to their products. GanedenBC30, a shelf-stable probiotic, remains viable through manufacturing processes like baking, freezing, boiling and squeezing, giving manufacturers the ability to add it to products that previously couldn't contain probiotics.

## WHAT ARE PROBIOTICS?

Probiotics are live bacteria that can help

establish a healthy balance of good bacteria in the gut. Your gut already contains these “good” microorganisms. Though more scientific research is needed, consuming probiotics via supplements or food is thought to help replace any “good” bacteria your body loses and maintain balance between the “good” and “bad” bacteria in your gut.

Those following a gluten-free diet know how crucial a role bacteria play in maintaining normal gastrointestinal functions and protecting the body from infection. People with weakened immune systems from celiac disease or non-celiac gluten sensitivity have been advised for years to take probiotics, but there wasn't any medical research to back up the claims that they actually work...until now.

Ganeden cites 24 peer-reviewed and published studies on this probiotic strain that have been evaluated by leading authorities in probiotics, microbiology, and digestive and immune health. The strain was recently

discovered to enhance protein utilization and help with muscle recovery. In a study from the University of Tampa and Incredovo LLC, participants reported decreased muscle soreness and increased recovery after exercise.

## WHAT IS GANEDENBC30?

“It is a live spore-forming bacteria, meaning a natural protective spore protects the genetic core and allows it to stay dormant until it reaches the digestive tract,” says Mike Bush, president of Ganeden. “GanedenBC30 spores wait to germinate and grow until they reach the intestines and make their journey through the digestive system. And because GanedenBC30 is dormant until it gets to the gut, it never imparts any changes in taste or texture to the product.”

GanedenBC30® can be added to virtually any food or beverage because it is a spore-former, which makes it highly stable and



allows it to survive processing without losing its effectiveness. Consumers can now eat their daily probiotics from a growing variety of products instead of having to take them strictly as supplements. Gluten-free food and beverage companies have used the ingredient, which is listed on applicable product labels, since 2007.

### HOW DOES IT WORK?

Ganeden provides GanedenBC30 directly to food and beverage companies for use in finished products. Its science team works closely with the company's product development team to ensure proper formulation with the probiotic strain. Testing confirms inclusion rates, efficacy and survivability through the time of consumption.

More than 500 leading food, beverage and sports nutrition products around the world contain GanedenBC30. According to Bush, 80 percent of products using GanedenBC30 are gluten free, including Forager Purely Elizabeth Probiotic Granola, Glutino Foods breakfast bars, Enjoy Life Foods baking mixes, FlapJacked mighty muffins, Little Duck Organics tiny gummies and Yumbutter Plant Protein + Probiotic nut butter.

### WHY CHOOSE GANEDENBC30?

Enjoy Life Foods is one of many allergen-friendly companies adding this probiotic to one of its product lines, specifically the

new range of baking mixes. When the company initially decided to enter the saturated baking mix category, it needed to set itself apart from competitors by introducing innovative products that speak to its consumers' needs. Today's consumers are concerned with maintaining digestive and immune health, which is where GanedenBC30 comes into play, with its added health attributes augmenting a growing stable of products.

According to Joel Warady, chief marketing and innovation officer for Enjoy Life Foods, "We chose the GanedenBC30 probiotic due to the clinical and scientific work they performed on the ingredient. We needed to make certain that any claims we make on a product can stand up to scientific scrutiny, and this probiotic ingredient met that requirement for us." The company ensures that each of their baking mixes receives an equal amount of GanedenBC30 through its proprietary process.

"Ganeden has been great in providing us with all of the clinical and scientific data upon request," says Warady. "As one of the leaders in this area, they are constantly working on new data and new applications. We are fortunate to have them as a partner as we look to develop great new products for our community."

With Ganeden bridging the probiotic gap and expanding the choices for consumers to consume probiotics, gut health never tasted this good. **GF**

## Gluten-free products containing GanedenBC30

### BAKING

Bob's Red Mill Protein Powder Nutritional Boosters

Enjoy Life Foods baking mixes

The Cookie Department Cherry Bomb Cookie

FlapJacked Mighty Muffins

### BEVERAGES

Bigelow Lemon Ginger Herb Plus Probiotic Tea

Forager Project Probiotic Cashew Smoothies

Harvest Soul Probiotic Juices

KeVita Cleansing Probiotic Tonic and Sparkling Probiotic Drink

Project Juice Greenbiotic Juice

Suja Juice Pressed Probiotic Waters™ and Probiotic & Greens Organic Juice

The Republic of Tea Probiotic Herb Tea

Uncle Matt's Cold Pressed Water and Orange Coconut and Orange Turmeric juices

Yogi® Cinnamon Berry Probiotic Balance Tea

### CHOCOLATE

Good Superfoods LLC Chocolate Probiotic Bars

### SNACKS

Purely Elizabeth Probiotic Granola

Vegan Rob's Probiotic Cauliflower Puffs

