

Natural fibres. Simple and effective

JELUCEL® Functional plant fibres

The functional additive

- **✓** Natural dietary fibre
- **✓** Pure plant fibres
- **✓** Completely tasteless















JELUCEL® optimises foods



JELUCEL®

- Increases the dietary fibre content
- Improves the yield
- Binds moisture
- Improves moisture dispersion
- Reduces syneresis
- Keeps baked goods fresh for longer
- Improves the freezing and thawing properties of frozen food
- Reduces the susceptibility of biscuits and pasta to breakage
- Gives milk products a natural texture and improves mouthfeel
- Reduces the calorie content
- Increases the feeling of satiety
- Improves digestibility











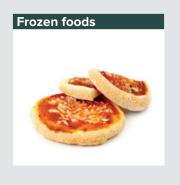
















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JELUCEL® — an additive based on the win-win principle

Attractive to consumers – functional for manufacturers

Benefits for the consumer

- Pure plant fibres
- Pure, insoluble fibre



Benefits for the manufacturer

- Economical
- Multifunctional
- Extremely high level of moisture binding
- High oil absorption capacity
- No gel formation



1kg dough

20 g JELUCEL®

+ higher yield

+ higher fibre content



Natural fibres. Simple and effective.

JELUCEL® – the functional additive



Fibre enrichment without any loss of quality:

JELUCEL® is

- Colourless
- Odourless
- Tasteless



JELUCEL® — natural fibres for high-quality foods

Name	JELUCEL® PF	JELUCEL® WF	JELUCEL® BF	JELUCEL® OF
Type ¹	Cellulose	Wheat fibre	Bamboo fibre	Oat fibre
Fibre length	30 – 2000 μm			
Moisture binding	1:4 — 1:11	1:4 — 1:11	1:4 — 1:11	1:4 - 1:11
Oil absorption capacity	1:2 – 1:9	1:2 – 1:9	1:2 – 1:9	1:2 – 1:9
Nutrient content: 100 g contains on average				
Energy value ²	787 kJ / 197 kcal			
Fat	< 0.5 g	< 0.5 g	< 0.5 g	< 0.5 g
- of which saturates	< 0.5 g	< 0.5 g	< 0.5 g	< 0.5 g
Carbohydrates	0 g	0 g	0 g	0 g
– of which sugars	0 g	0 g	0 g	0 g
Fibre	96 g	96 g	96 g	96 g
Protein	0 g	0 g	0 g	0 g
Salt ³	0.13 g	0.13 g	0.13 g	0.13 g

- Pure plant fibres
- Kosher
- Halal
- Allergen-free
- Gluten-free (< 20 ppm)
- Lactose-free
- Fructose-free

- ¹ The individual applications must comply with the food regulations of the respective country in which the end products are marketed, and must in particular cases be evaluated by experts.
- 2 The energy value was calculated by multiplying the fibre content by the factors 8 kJ / 2 kcal per g.
- ³ The salt content is exclusively due to the presence of naturally occurring sodium and was calculated from the sodium content x 2.5.





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JELU-WERK — your manufacturer of natural additives



We manufacture exclusively in Germany and offer:

- Combined strengths
- Lean processes
- Quality made in Germany

JELU-WERK

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Our global network comprises sales and service partners worldwide.











