

  **NEWS RELEASE**

 **FOR RELEASE:** 6am ET, December 16, 2019

**NEW SPORTS STUDY IN U.S. SCIENTIFIC JOURNAL SHOWS NUTRITION BAR CONTAINING NEW CANADIAN SWEETENER, VITAFIBER AND WHEY PROTEIN, HELP STOP SUGAR SPIKES AND DIPS IN WORKOUTS**

**COLLEGE STATION, TEXAS**. A team of eleven researchers at a leading American university has concluded that a food bar containing a new Canadian sweetener called VitaFiber (a BioNeutra product) and whey protein helps gym enthusiasts engaged in a range of high-performance workout exercises.

The study, which was published in a peer reviewed sports nutrition journal and listed on the **National Institutes of Health** clinical trial website/[clinicaltrials.gov](http://clinicaltrials.gov), focused on nutritional sports bars - a major area of scientific and industry interest. The study’s purpose was to determine the glycemic and insulin reaction from eating the food bar compared to a standard dextrose preparation.

The researchers recruited 12 highly trained males with athletic backgrounds between the ages of 18-35 with a Body Mass Index less than 25kg/m2. As a condition for enrolment they had to bench press their body weight, barbell squat at least 1.5 times their body weight and be in sprint condition. All participants were former high school or college athletes.

The researchers found there was some evidence that the food bar with VitaFiber can positively help maintain workout performance and lessen the perceptions of muscle soreness. The study also demonstrated that the food bar did not result in high variability in glucose and insulin levels, so athletes did not experience peaks and valleys. A common complaint with some energy products used by gym goers is they provide a rush and then a crash. The researchers found that the food bar provided an even level of energy.

The pilot study published in the **Journal of the International Society of Sports Nutrition** (<https://doi.org/10.1186/s12970-019-0301-z>) was an open label, randomized, counterbalanced crossover study. It followed a similar one conducted principally by the same researchers which laid the groundwork for the current trial. Its results were published in the **Austin Journal of Nutrition and Food Sciences.**

The research team was led by Professor Richard Kreider, the Director of the Exercise and Sport Nutrition lab at **Texas A&M University**. He was the principal investigator for both trials. Professor Kreider has authored five books and is a sports performance expert.

Note: VitaFiber was not involved in any aspect of the two trials from design to the publication of the results.

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**About Texas A&M University**

Texas A&M University opened its doors in 1876 as the state’s first public institution of higher learning. Today, it is one of the world’s leading research institutions. Research conducted at Texas A&M generated annual expenditures of more than $922 million in fiscal year 2018. Texas A&M’s research creates new knowledge that provides basic, fundamental and applied contributions resulting, in many cases, in economic benefits to the state, nation and world. Trial Principal Investigator, Professor Kreider is the Executive Director of the University’s Human Clinical Research Facility and has received over $24 million in external research funding. [www.tamu.edu](http://www.tamu.edu)

**About VitaFiber**

VitaFiber is a new, low calorie, natural sweetener and prebiotic dietary fiber manufactured by Canadian life sciences company, BioNeutra North America Inc, an award-winning, sector-leading company. The company uses a patented process to convert pea or tapioca starch into a syrup or powder that is used by more than 200 U.S. and European manufacturers in protein bars, ice cream, yogurt, beverages and confectionaries. Research conducted on VitaFiber™ IMO (**Isomalto**-**oligosaccharide**) has been submitted to the world’s top three health regulatory bodies which has approved it for sale in more than 30 countries.

[www.bioneutra.ca](http://www.bioneutra.ca)

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