



## ALLIED PINNACLE

### **Australia's leading flour and bakery manufacturer Allied Pinnacle announces exclusive rights to CSIRO developed High Fibre Wheat that yields flour with 6x the fibre of regular flour**

**Sydney, Australia (27 March 2023):** Allied Pinnacle today announces exclusively licensed patents for High Fibre Wheat in Australia.

The Australian partnership is with Arista Cereals, a joint venture between Australia's national science agency, CSIRO and French farmer-led cooperative, Limagrain.

High Fibre Wheat is a new natural grown wheat, developed and farmed in Australia. High Fibre Wheat is high in amylose, meaning the resulting flour contains 6 times more fibre than standard wheat flour, without any compromise on taste. The natural alternative will enter the Australian market in 2023, available exclusively through Allied Pinnacle.

Currently grown by wheat farmers across Australia, this innovative High Fibre Wheat is the result of 20 years of global research and development.

In a first of its kind, High Fibre Wheat delivers benefits for consumers relating to both the amount of fibre and also the type of fibre. The naturally high fibre content is delivered through conventional breeding to provide more resistant starch, a prebiotic fibre, than traditional wheat, with a host of benefits to consumers.

Allied Pinnacle CEO David Pitt says, *"We are investing in the future of Australia by bringing the CSIRO-developed High Fibre Wheat to Australians. Unlike other wheat flours, High Fibre Wheat and the resulting flour it yields, looks, tastes and bakes like regular flour, answering consumer demand for products that don't require any new eating habits. It's a true grain to table solution that we're proud to provide."*

The Australian Dietary Guidelines recommend Australians enjoy a wide variety of nutritious foods from the five food groups including Grain (cereal) foods, mostly wholegrain and/or high cereal fibre varieties.

Allied Pinnacle General Manager Innovation Robyn Murray says, *"We know consumers are looking for better-for-you choices that are minimally processed. Using High Fibre Wheat in your favourite grain foods is an easy and natural way for Australians to increase their intake of fibre without having to sacrifice taste or texture. This is a big win for the grain food industry and the Australian consumer."*

High Fibre Wheat products are already available in the US and Japanese markets, and currently being developed in European markets. Allied Pinnacle business owner Nisshin Seifun Group, a trusted global company that builds the food infrastructure of the future, has the exclusive rights to High Fibre Wheat in Japan.

On the Australian partnership Arista CEO Eric Vaschalde says, *“Following the introduction of this High Fibre Wheat in the USA, Japan and Europe, I am delighted to announce a long-term partnership in Australia, home of our shareholder CSIRO. Thanks to Allied Pinnacle, High Fibre Wheat flour will be soon available to the Australian market. Consumers will now be able to enjoy the benefits of increased fibre in their favourite white bread, using only wheat, with no compromise to taste.”*

### **Ends**

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#### **About Allied Pinnacle**

Allied Pinnacle is a world-class flour milling and bakery business with more than a 100 year history. We bake the future from flour. Backed by Japan’s largest milling business, Allied Pinnacle transforms Australian grains into iconic and much-loved household products, providing market leading solutions from grain to table. Visit [www.alliedpinnacle.com](http://www.alliedpinnacle.com)

#### **About Arista Cereal Technologies Pty Ltd**

ARISTA is a joint venture company formed by Limagrain, a cooperative, founded and directed by farmers, and a world player in wheat breeding, and the CSIRO, Australia’s national science agency and one of the largest research agencies in the world. The companies began collaborating in fundamental research in wheat starch more than 20 years ago and joined their efforts and expertise in 2006 to develop and commercialise wheat with direct consumers. Visit [www.aristacereals.com](http://www.aristacereals.com)