



ALLIED PINNACLE

## **High Fibre Wheat that yields flour with 6x the fibre of regular flour set to close Australia's fibre gap**

*Allied Pinnacle exclusively brings CSIRO-developed wheat to the Australian market, for the four in five Aussies who don't meet the Suggested Dietary Target (SDT) for fibre.\**

**Sydney, August 2023:** Australia will soon have access to High Fibre Wheat – a natural grown wheat that is high in amylose, where the resulting flour contains six times more fibre than standard wheat flour, without any compromise on taste.

Currently grown by wheat farmers across Victoria and New South Wales, the wheat was developed over 20 years by Arista Cereals, a joint venture between Australia's national science agency, CSIRO with support from the GRDC (Grains Research and Development Corporation), and French farmer-led cooperative, Limagrain.

With the first crops of the natural fibre source currently being harvested and milled for customer samples, High Fibre Wheat is available exclusively through Allied Pinnacle, Australia's leading flour and bakery manufacturer. High Fibre Wheat products are set to be on Australian shelves in March 2024.

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

Allied Pinnacle CEO David Pitt says, *"We are investing in the future of Australia by bringing 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 with natural fibre 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 Head of Ingredient Development 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 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*



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*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**

*\*SDT to reduce the risk of chronic disease. Source: [Nutrients | Free Full-Text | Dietary Fibre Intake in Australia. Paper I: Associations with Demographic, Socio-Economic, and Anthropometric Factors \(mdpi.com\)](#)*

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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 with the Grains Research and Development Corporation 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)