



**Contacts:**

Trina O'Brien, GTC Nutrition  
303-468-5077 or 303-589-9805  
tobrien@gtcnutrition.com

Jennifer Tilliss, Linhart Public Relations  
303-951-2566  
jtilliss@linhartpr.com

**Stay Satisfied Longer This Holiday Season with Fiber**  
*Making Small Diet Changes Can Lead to Improved Satiety and Weight Management*

GOLDEN, Colo. (November 30, 2007) – The holiday season is ripe with opportunities to overeat and pack on the pounds. However, by making a few quick and easy diet changes, we can stay satisfied for longer helping to curb bad holiday eating habits. With almost two-thirds of Americans overweight or obese, maintaining healthy eating habits around the holidays takes on particular importance. One of the easiest ways to help control overeating is to ensure we have plenty of fiber-rich foods in our diets to help maintain feelings of satiety.

The *New England Journal of Medicine* found that those who are already obese or overweight are more likely to pack on additional pounds during these festive months. Further compounding the problem is the growing number of children who are overweight, which the Center for Disease Control and Prevention (CDC) estimates at approximately 16 percent and growing.

“Most people know that calories and fat have a direct relationship to weight management, but they may be surprised to learn that maintaining glycemic health through fiber intake is also important in this battle, and can be particularly helpful during holiday meals and celebrations where portions tend to be bigger,” said Coni Francis, Ph.D., R.D., senior manager of science, marketing and technical services for GTC Nutrition. “Several independent scientific studies have shown that oat-based, value-added ingredients such as OatVantage™ oat bran concentrate are beneficial in weight control because of their ability to slow sugar uptake in the body, thus producing a filling effect to help maintain a feeling of satiety.”

According to the National Center for Health Statistics, most adults only consume about 14-16 grams of fiber each day, which is only about half of the 28-35 grams of fiber the Institute of Medicine recommends consuming each day – this trend remains true for children age one and older. An easy way for both adults and children to increase fiber intake is to eat foods enriched with dietary fiber.

(more)

OatVantage™ oat bran concentrate is an ingredient solution for product manufacturers looking to develop weight management and glycemic health products. OatVantage is a natural, oat-based ingredient that contains 54% beta-glucan soluble fiber, up to 18 times more beta-glucan than is found in regular oats. OatVantage works by increasing viscosity in the digestive system, which slows stomach emptying and prolongs the absorption of energy from a meal to extend satiety and delay the feeling of hunger.

In addition to adding fiber-rich foods to your diet, there are several other dietary changes you can make during the holidays to help fight the urge to overeat. Some of these include:

- **Have a healthy snack before attending a holiday party**, which can help fill you up with lower fat and calorie foods, rather than the often higher fat and calorie served at parties.
- **Drink water** instead of that second eggnog and you will save yourself a lot of calories.
- **Control portions** especially of high-fat and high-calorie foods so you can keep from overdoing it while still enjoying some of your holiday favorites.
- **Keep moving** to burn off some of those holiday treats and maintain your weight.

The holidays will always present opportunities to overeat and consume too much food and drink, but with some planning ahead and simple tips, such as increasing the amount of fiber in your diet, the holidays do not have to spell disaster for your waistline.

#### **About GTC Nutrition**

GTC Nutrition, a business unit of Corn Products International, Inc., is a recognized leader in providing innovative, customized ingredient solutions along with scientific, technical and marketing expertise to the food processing, dietary supplement and animal feed industries. GTC Nutrition promotes health globally with innovative functional food ingredients and unsurpassed customer support. For more information, visit [www.gtcnutrition.com](http://www.gtcnutrition.com).

1. Bialostosky K, et al. Dietary intake of macronutrients micronutrients and other dietary constituents: United States 1988-94. National Center for Health Statistics. Vital Health Stat 11(245). 2002.

# # #