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Closing the fibre gap in bakery

The future of the bakery isn’t just about clean labels or whole grains – it's about delivering measurable health benefits in a format that consumers enjoy in their daily life. Jack Helm, Account Manager - Beverage, Bakery & Functional Food at ACI Group ta

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The future of the bakery isn’t just about clean labels or whole grains – it's about delivering measurable health benefits in a format that consumers enjoy in their daily life. Jack Helm, Account Manager - Beverage, Bakery & Functional Food at ACI Group talks about how innovation can enable functional claims, without compromise.

In dietary circles, the fibre gap is seen as one of the most persistent nutritional shortfalls in Europe, with most consumers not even coming close to the daily recommended 30g.

Despite growing awareness of the benefits of fibre in food and beverages, including improved gut health and blood sugar regulation, an estimated 90 per cent of consumers still fail to meet daily fibre recommendations.

So, what can new product developers and formulators in the F&B industry do to close this gap?

A perfect starting point is the bakery aisle, where everyday staples like bread, rolls, biscuits, and bars offer one of the most efficient channels for fibre fortification. While technically straightforward, adding fibre to a product can often alter the product matrix by affecting structure, texture, and nutritional profile. However, it should ideally not compromise taste, dimensional stability, or shelf life.

While meeting these requirements can be challenging, they also provide great opportunities for innovation and are a driving force behind the latest innovations available from ACI Group and our fibre suppliers, including GoodMills Innovation.

The German-based company’s product portfolio offers a wide range of technically advanced ingredient systems that take the hard work out of enhancing fibre content, while still delivering on sensory expectations and regulatory compliance. This can result in huge wins for both bakers and brands, allowing them to differentiate their products through credible front-of-pack claims.

Functional performance without trade-offs

Research shows that prebiotic claims are popular with health-conscious shoppers, many of whom associate these claims with better gut and microbiome health and digestion. However,

fibre still needs to fit into modern eating habits, prioritising enjoyment and convenience as much as health. This can be a challenge for new product developers, particularly around dough performance, texture and palatability.

One solution that can assist with this challenge is Snow Prebiotic fibres developed by GoodMills. This multi-source blend has been carefully designed to offer a neutral flavour, is light in colour and offers excellent dough tolerance.

The fibre sources in Snow Prebiotic Fibres promote a rich diversity of bacterial strains, contributing to the stability of the microbiome and improving its ability to regulate immune function. The product features a combination of seven different fibre sources that work synergistically to provide sensory and nutritional benefits. By balancing acacia fibre, fermented wheat bran, oat fibre, pea fibre, chicory root fibre, citrus fibre and rye bran, GoodMills was not only able to eliminate undesirable off-flavours such as bitter or astringent notes, but also achieve a pleasant, short bite in baked goods. But one of its most important features is that it allows for direct replacement of wheat flour, typically at a 1:1 ratio, which can radically simplify reformulation.

Another product available through the ACI Group is Slow Milling Apple Fibre. This product is rich in insoluble fibre but also acts as a natural texturiser and moisture regulator. It can work to improve shelf life and softness in baked goods, while contributing subtly sweet, fruity notes. These can be particularly beneficial in applications such as muffins, cereal bars, or health-focused cookies.



In more structured doughs like rolls or sandwich loaves, Fullfibre 200 is a game-changer. As an oat-based fibre concentrate, it adds bulk and clean-label appeal without altering dough rheology. Meanwhile, psyllium husk and bran blends can be used to adjust water absorption and increase the feeling of satiety, making them suitable for reduced-sodium bakery products with high protein, low GI applications.

All these options are compatible with clean label positioning, as they are minimally processed and free from artificial additives. That means bakery developers can deliver on both functional and consumer expectations, without having to introduce unfamiliar factors that raise formulation or regulatory hurdles.

Benefits beyond nutrition

For retailers and brand owners, the ability to promote bakery products as High in Fibre or Source of Prebiotics opens the door to premium shelf positioning of consumer trust. In-store storage, QR-linked storytelling and back-of-pack education can further support shopper understanding of how multi-fibre blends support gut health by nurturing a broader microbiome than single-fibre alternatives.

GoodMills also supports this with their Whole Grain Index, which provides an easy way to communicate whole grain and fibre content in a consumer-friendly format. Whether the product is a seeded sourdough, a soft burger bun, or a fibre-rich snack bar, these tools help translate technical formulation advantages into credible marketing stories.

Functional claims start with functional ingredients

The future of the bakery isn’t just about clean labels or whole grains – it's about delivering measurable health benefits in a format that consumers enjoy in their daily life. Fibre, for its effect on the gut, is one of the most powerful formulation tools today. Partnering with suppliers that offer science-backed ingredients and systems means you no longer have to compromise on taste or texture. It also means unlocking a new generation of functional, marketable bakery products that consumers will love.

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