



THE WHITE BREAD YOU LOVE

NOW VERY HIGH FIBRE



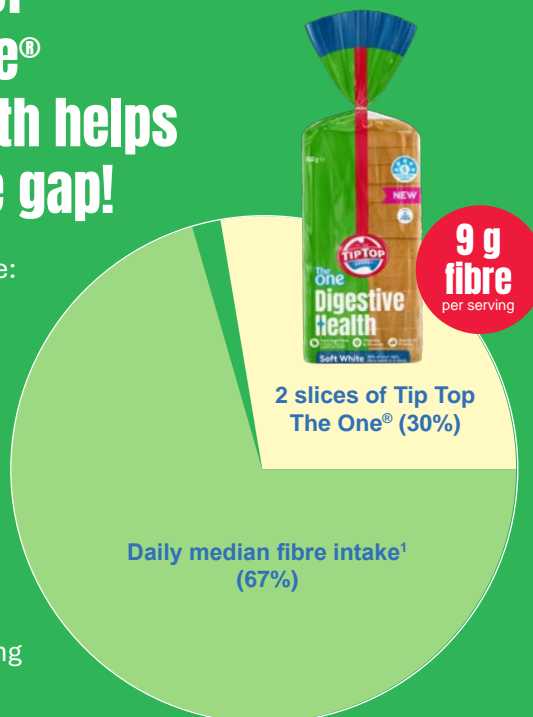
Serving Suggestion

Just 2 slices of Tip Top The One® Digestive Health helps close the fibre gap!

The many benefits of fibre:

- ✓ Supporting healthy digestion and regularity²
- ✓ Supporting beneficial gut bacteria³
- ✓ Contributing to heart health²
- ✓ Feeling full after meals and supporting a healthy weight²

Median fibre intake is 20 g per day.¹
 Recommended Adequate Intake (AI) for dietary fibre for adults (19-70+ years) is 25 g per day for women and 30 g per day for men.⁴



The gut-health science, simplified...

Tip Top The One® Digestive Health is baked with a unique blend of nourishing ingredients. Each serve is very high in fibre with grain fibre to support gut health.*

Wise Wheat® flour contributes to the loaf's very high fibre content and is Australia's only high in fibre wheat flour that contains 6x fibre of regular flour.#

Fibre is a multi-tasking nutrient. It draws in water and adds bulk, keeping you regular and comfortable, while playing a role in regulating appetite and contributing to heart health.² Every bite of Tip Top The One® Digestive Health brings you one step closer to digestive wellness.



*Research supports that consuming a minimum of 16.9 g of grain fibre per day, as part of a healthy varied diet which is high in grain, supports digestive health. #When compared to bread making flour F004006 Australian Food Composition Database Release2.0 (May 2024).

4 in 5 Aussies aren't getting enough fibre.¹ Now your everyday bread can help change that.

NEW Tip Top The One® Digestive Health

White and wholemeal bread made with a unique blend of nourishing ingredients that supports your body, while still delivering the soft, delicious taste you enjoy.



Very High in Fibre
(9 g Fibre per Serving)



Made with Grain Fibre to support Gut Health*



5 Health Star Rating



Source of Vitamins & Minerals



Source of Protein
(6.5 g Protein per Serving)



30% Daily Fibre Needs in 2 slices



*Research supports that consuming a minimum of 16.9 g of grain fibre per day, as part of a healthy varied diet which is high in grain, supports digestive health. ^Source: Australian Food Composition Database Release 3.0, Food Standards Australia New Zealand, Food ID: F001463, Bread, from white flour. | Food ID: F001553, Bread, from wholemeal flour.

Fibre-maxxing your day on a plate - how to hit 30 g

Discover how simple, everyday choices can help boost your fibre intake throughout the day to support better digestive health.



7.8 g fibre

Breakfast

Overnight oats

Serves 1

- ½ cup oats, soaked in water
- 15 g natural almonds
- ¾ cup natural yoghurt
- ½ cup blueberries



9.9 g fibre

Lunch

Chicken, lettuce and tomato sandwich

Serves 1

- 2 slices Tip Top The One® Digestive Health
- 100 g cooked chicken
- ½ tomato, sliced
- 3-4 lettuce leaves



5.8 g fibre

Snack

Snack plate

Serves 1

- 2 tbsp hummus
- ½ cup capsicum
- ½ cup carrot
- ½ cup cucumber
- 40 g cheddar cheese



7.3 g fibre

Dinner

Salmon hoisin bowl

Serves 1

- ½ cup cooked brown rice
- 1 baked salmon fillet
- ½ cup broccoli, steamed
- ½ cup red cabbage, shredded
- 1Tbsp hoisin sauce

>30 g fibre

Available in major supermarkets nationwide (excluding NT and Tasmania)

Look for the Tip Top The One® Digestive Health White and Wholemeal 680 g loaves in the bread aisle.

References: 1. Fayet-Moore et al. Dietary Fibre Intake in Australia. Paper I: Associations with Demographic, Socio-Economic, and Anthropometric Factors. Nutrients. 2018 May 11;10(5):599. doi: 10.3390/nu10050599; 2. Reynolds et al. Carbohydrate quality and human health: a series of systematic reviews and meta-analyses. Lancet. 2019 Feb 2;393(10170):434-445. doi: 10.1016/S0140-6736(18)31809-9; 3. Valdes et al. Role of the gut microbiota in nutrition and health BMJ 2018; 361 :k2179 doi:10.1136/bmj.k2179; 4. National Health and Medical Research Council (NHMRC). Nutrient Reference Values for Australia and New Zealand: Fibre. 2006.

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Learn more about the range here



The One