

CarobWay launches food-forward prebiotic fibre innovation

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Food tech company CarobWay GmbH. unveils its carob-derived prebiotic fibre, CarobBiome. The start-up's entry into this trending ingredient space meets the needs of consumers seeking effective gut and metabolic health benefits. CarobBiome will be introduced at IFT FIRST 2025 in Chicago.

CarobBiome prebiotic fibre is based on the ancient Biblical carob fruit. This potent, naturally derived prebiotic ingredient with naturally occurring polyphenols actively nourishes the gut microbiota. It delivers benefits to the gut without the bloating, gas, or discomfort often associated with fibre. Its positive prebiotic effects are currently undergoing preclinical assessment.

"Not all prebiotics are equal," explains Udi Alroy, CEO and co-founder of CarobWay. "While many fibres on the market can cause some level of stomach discomfort, CarobBiome is specifically designed to ease bloating and maintain a happy tummy. Moreover, it is completely natural, vegan, and allows for a clean, simple ingredients label. It is also highly nutritious."

CarobBiome's unique composition includes 85 per cent fibres made up of a distinct mix of soluble and insoluble fractions. Insoluble fibres are known for their role in regulating bowel functions and supporting CarobBiome's low-bloating potential. The soluble fibres contribute to the ingredient's beneficial prebiotic and microbiome-balancing effect, and house powerful antioxidants. An added benefit is that prebiotics have been shown to play a role in regulating appetite and blood-sugar levels.