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## Celebrity Cook Nadja Piatka Partners Holista to Develop and Market Healthy Low-GI Muffins in U.S. and Canada

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PERTH, Australia, KUALA LUMPUR, Malaysia and BUFFALO, N.Y., March 3, 2016 /PRNewswire/ -- **Holista CollTech Limited** ("Holista") and **Nadja Foods LLC** ("Nadja Foods") -- baked goods supplier for chains such as McDonald's and Subway --will co-develop clean-label "low-GI" muffins for distribution in the U.S. and Canada.

Nadja Foods' founder, president and CEO Nadja Piatka will use Australian-listed Holista's (ASX: HCT) proprietary Glycemic Index (GI) formula to develop a range of all-natural muffins.

The mix -- comprising extracts of okra (ladies' fingers), dhal (lentils), barley and fenugreek -- registered a GI of 48, the lowest of all muffins tested by Canadian research organisation GI Labs.

GI measures carbohydrate-containing products' effect on blood glucose and insulin. Holista's mix reduces the high blood sugar caused by consuming white flour-based products, without compromising taste or texture.

The muffins will be distributed to fast food companies, retailers, schools and hospitals. According to Nielsen research, the U.S. muffin market accounted for over US\$1.0 billion in retail sales for 2014, and grows 4% annually.

The Holista-Nadja partnership comes amid concerns that growing consumption of white flour-based products may cause widespread "metabolic syndrome". Symptoms include obesity, diabetes and heart disease.

Founded in 1992, Nadja Foods supplies healthy food to restaurant chains and retail stores. It has been featured in media such as the Oprah Winfrey Show.

Barbara (Brueckner) Shpizner, VP, Innovation Manager at Mattson, said: "Breads, rolls, donuts and bagels account for over US\$24 billion in U.S. retail sales. By changing these products' GI from 'fast carbs' to 'slow carbs', we are empowering consumers to take control of their own health."

Nadja Piatka said: "New scientific data shows that fast-digested carbohydrates like wheat are the leading cause of diabetes, obesity and heart disease. Low-GI food is the most practical way to reverse this trend. I am pleased to be part of this revolution."

Rajen Manicka, Holista's Chairman and CEO, said: "The U.S. and Canada are the largest, most innovative markets for fast and processed foods, so we took time finding a partner. Nadja has the entrepreneurship and media savvy to facilitate this project, and is the top choice of leading food groups."

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 Holista CollTech  
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/PRNewswire/ -

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2016年3月4日

## Holista CollTech

### 有名コックのナジャ・ピアトカ氏がHolistaとの提携で低GIマフィンを開発

有名コックのナジャ・ピアトカ氏がHolistaとの提携で低GIマフィンを開発

AsiaNet 63668 (0290)

【パース（オーストラリア）、クアラルンプール（マレーシア）、バッファロー（米ニューヨーク州）2016年3月3日PR Newswire＝共同通信JBN】Holista CollTech Limited（Holista）とマクドナルド、サブウェイなどのチェーン向けベークト食品のサプライヤー、Nadja Foods LLC（Nadja Foods）は、米国、カナダで提供するクリーンラベル「低GI」マフィンを共同開発する。

Nadja Foodsの創立者であるナジャ・ピアトカ同社社長兼最高経営責任者（CEO）はオーストラリアで株式を上場しているHolista（ASX:HCT）に独占所有権のグリセミック指数（GI）組成を使用し、一連の完全天然マフィンを開発する。

オクラ、ダール、オオムギ、フェヌグリークの抽出物で作られるこの配合は、カナダの研究機関、GIラボでテストされたすべてのマフィンの中で最低のGI48を記録した。

GIは炭水化物を含む製品の血糖値とインスリンに対する効果を測定する。Holistaの組成は精白粉ベースの製品を摂取することで起こる高血糖を減らし、味や食感は損なわない。

このマフィンはファストフード会社、小売業者、学校、病院に供給される。ニールセンの調査によると、米国のマフィン市場は2014年の小売売上高が約10億ドルで、年率4%成長している。

HolistaとNadjaの提携は、精白粉ベース製品の摂取増大が肥満、糖尿病、心臓疾患など「メタボリック・シンドローム」の拡大を引き起こすのではないかと懸念が広がるなかで実現した。

1992年創立のNadja Foodsはヘルシーな食品をレストランチェーンと小売店に供給している。オブラー・ウィンプリー・ショーなどメディアで注目されている。

Mattsonのバーバラ（ブルックナー）シュビズナー副社長兼イノベーション・マネジャーは「パン、ロールパン、ドーナツ、ベーグルは米国の小売売上高が約240億ドルに上る。これらの製品のGIを『速い炭水化物』から『遅い炭水化物』に変えることによって、われわれは消費者が自分の健康をコントロールする力を与える」と語った。

ナジャ・ピアトカ氏は「新しい科学的データは小麦のように早く消化される炭水化物が糖尿病、肥満、心臓疾患の主な原因であることを示している。低GI食品はこの傾向を逆転させる最も実際的な方法である。この革命に加わることを喜んでいる」と述べている。

Holistaのラジェン・マニッカ会長兼CEOは「米国とカナダはファストフードと加工食品の最大で最も革新的な市場であり、そのためパートナーを見つけるのに時間をかけた。ナジャには起業家精神があり、このプロジェクトを容易にする情報通であり、有力食品グループのトップ選択肢である」と語っている。

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/PRNewswire=KYODO JBN/ –

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## Celebrity Cook Nadja Piatka Partners Holista to Develop and Market

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