

# WHAT IS LOW-FODMAP?

## IN FOD WE TRUST

In the UK, an estimated one in five - some 13 million people - suffer the debilitating symptoms of irritable bowel syndrome.

The low-FODMAP diet was pioneered by Australia's Monash University and developed over the last 15 years or so to counter IBS and its effects. It's proved so effective, over two thirds of people who try it find instant relief. No wonder it's currently the only diet routinely recommend by NHS doctors in the UK.

So what exactly is it? Put simply, FODMAP is an acronym for four kinds of poorly-digested sugars which the bacteria living in our guts feed on and ferment, creating gas and pulling in excess water. This in turn causes all the classic IBS symptoms: bloating, stomach cramps, diarrhoea and constipation.

## NO MORE DODGY DATES!

The trouble is, most cereal and energy bars on offer these days contain high-FODMAP ingredients. Such as fruit like dates, figs, apples, apricots, cherries and mangoes. Nuts such as cashews and pistachios. Flours and grains like wheat, rye and spelt. Lactose in milk. Hidden ingredients like the binding ingredient chicory fibre (inulin). Natural sweeteners like honey and agave syrup. And many artificial sweeteners too. (See Monash University app for latest research and up-to-date lists of foodstuffs/ permissible quantities.)

From a tummy-friendly perspective, labels like 'all natural ingredients', 'paleo' or 'high protein', become meaningless. And the predomination of cold-pressed bars, which invariably use dates as the main ingredient, leave IBS sufferers little choice.

Once we've found and deciphered the microscopic list of ingredients on most cereal bar packs, those of us with sensitive tummies have just question on our lips: will we regret eating it?

Our original focus at Joyfuel here in the UK was to create great tasting, tummy-friendly energy bars. We've since broadened that mission—because we feel we can make energy bars better, in EVERY way! But we still value our original drive. And so, as part of our 'Wellness' range, we've created two delicious low-Fodmap recipes. Each is a careful balance of permissible low-Fodmap ingredients, with none of the main irritants.

So you can eat and treat, safe in the knowledge they won't upset your tummy.

*[\* It's also estimated that 1% of the population has Coeliac Disease, triggered by gluten. Happily, all our products are gluten-free as standard!]*