

# Case Study

## Quorn's use of innovative research and launch of new high fibre product



Quorn's long and collaborative history of innovative research goes back decades and has, and continues to, involve leading experts in health and nutritional science. Quorn has been championing evidence-based science for over 35 years, and partner with leading organisations, such as the British Dietetic Association, to help disseminate their research, specifically to Healthcare Professionals.

Since they are currently the only commercial brand to grow mycoprotein at scale, Quorn believe they have a responsibility to explore every attribute of their unique and sustainable fungal protein and its health benefits. As a result, a large proportion of Quorn's research efforts are focused on exploring in more detail the effects of Quorn's dietary fibre content on the health and wellbeing of their consumers.

Quorn currently collaborate and support 17 PhD researchers, all of who's work is in some way, directly or indirectly, related to dietary fibre. Most notably in the last year is the work by PhD candidate Raffaele Colosimo at Quadram Institute.

In 2021, Quorn launched Roarsomes – a vegan version of a classic children's favourite, the 'turkey dinosaur' but made with Quorn's mycoprotein. Roarsomes are not only a great source of high quality protein, but are also low in saturated fat and high in dietary fibre at 8.4g per 100g.

Roarsomes provide approximately 25% of the SACN daily recommended fibre intakes of children aged 4-10 years, and slightly over 25% in 11-18 year olds for average portion sizes of each age group. This is significant as data from the recent NDNS survey reveals that many children and young people are falling short of



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fibre recommendations, so swapping popular meat products which are traditionally low in fibre for alternatives which offer a significant fibre benefit, while maintaining protein intakes, can measurably impact healthy intake targets across the lifespan.

The public reception has been phenomenal to the launch, by children and adults alike, with many sharing their dinosaur landscape creations on social media. The branding and campaign surrounding the product also encouraged additional vegetable consumption by nudging users to create fun plates with their veggies, e.g. broccoli 'trees'.

Roarsomes has been nominated for product launch of the year by The Grocer and we have recently collaborated with Freelance RNutr Dr Emma Derbyshire on a 3-page article in the September 2021 edition of leading Nutrition Trade Title, CN Magazine. You can find the

article at [www.guornnutrition.com](http://www.guornnutrition.com) and you can read more about Roarsomes [here](#).