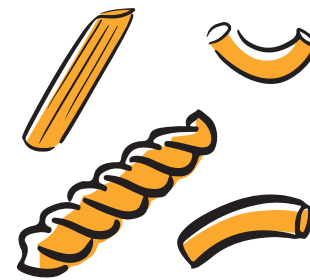


# Good for Your Gut

## PROMOTING DIGESTIVE HEALTH WITH GOODWHEAT™ PASTA



Digestive “gut” health has become a topic of increasing interest to many consumers as researchers discover how diet can enhance the microbiome and our overall wellbeing. Retail dietitians need to be prepared to provide evidence-based guidance to both internal merchant teams who may be looking at new items claiming digestive health, and to shoppers as they navigate the store for gut health solutions. With 90% of people in the U.S. not getting enough fiber [1], one easy and delicious choice for those consumers looking to improve their fiber intake and promote gut health is to substitute GoodWheat pasta for regular wheat pasta. GoodWheat pasta contains 4× the fiber – with 8g per serving versus 2g in regular wheat pasta – a significant health benefit for the 60% of U.S. adults who are seeking to increase their fiber intake to improve their digestive health, cardiovascular health, weight management and more. GoodWheat pasta is also rich in prebiotic fiber to support gut health and immunity. With May being recognized as National Digestive Diseases Awareness Month, this GoodWheat Dietitian Toolkit will prepare you to address the topic of digestive health with educational resources that can be integrated into your existing health and wellness programming.

### About GoodWheat™ Pasta:

- When consumers trade up to GoodWheat Pasta, there is no trade off! This pasta is an innovative and better-for-you addition to the pasta category.
- GoodWheat pasta is Heart-Check certified by the American Heart Association. You can trust GoodWheat to support a heart-healthy lifestyle!
- GoodWheat pasta is made with one simple ingredient– USA farm grown GoodWheat™ High Fiber Durum Wheat Semolina. This proprietary, superior wheat grain has been carefully cultivated over the last 16 years, culminating in a great tasting pasta with key nutritional attributes and zero questionable ingredients.
- GoodWheat pasta contains 4× the fiber of regular wheat pasta – with 8g per serving versus 2g in regular wheat pasta – a significant health benefit for the 60% of U.S. adults [1] who are seeking to increase their fiber intake to improve their digestive health, cardiovascular health, weight management and more. GoodWheat pasta is also rich in prebiotic fiber to support gut health and immunity.
- The health benefits of GoodWheat pasta extend beyond fiber; it also has 9g of protein per serving.
- GoodWheat pasta is non-GMO Project Verified, is certified kosher and is USA farm grown, which is a key product attribute for those seeking transparent sourcing.
- GoodWheat has an amazing taste that both kids and adults will love! Consumers will appreciate trading up to more nutrition without sacrificing taste or texture.



<sup>1</sup>Dietary Guidelines for Americans 2020-2025.

This Toolkit was developed by Shari Steinbach, MS RDN in partnership with GoodWheat.



# Media or Video Segment:

## TIME FOR A HEALTHY GUT CHECK



### Props/Preparation

- Display of a variety of foods that promote digestive health including fermented foods (yogurt, kefir, kimchi, and sauerkraut), fruits & vegetables (apples, bananas, leafy greens, broccoli, and berries), nuts and seeds, high fiber grain foods including (GoodWheat pasta, cereals, oatmeal, wheat crackers, etc.)
- All recipe ingredients (GoodWheat Rotini, 2 large boneless skinless chicken breasts, Shawarma seasoning blend, olive oil, cherry tomatoes, 1 (15 oz.) can chickpeas, kale, tahini, water, minced garlic, apple cider vinegar, honey, salt, lemon juice, parsley)
- Colorful placemats and/or table cover
- Measuring cups and spoons
- Small bowl
- Whisk
- Knife
- Cutting board
- Stovetop or electric burner
- Large pot
- Large mixing spoon
- Plate or bowl for serving

### Talking Points

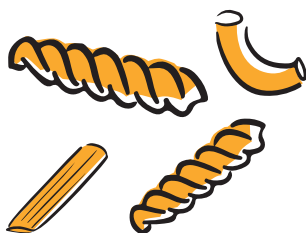
**Note:** Ask television station to post the talking points and demo recipe on their website to ensure more impressions.

- The human body is host to tens of trillions of microbes and the largest population of these live in the gut. The gut aids in the digestion of the foods you eat, absorbs nutrients, and uses it to fuel and maintain your body.
  - A healthy gut means that there are more good bacteria than harmful bacteria. This balance of bacteria in the gut can lead to many health benefits, including immune system support, reducing inflammation, and lowering the chance of obesity.
  - Follow these 3 tips to ensure you are consuming a nourishing dietary pattern that promotes gut health:
    1. Eat fermented foods like yogurt, kefir, miso, and sauerkraut. They contain probiotics (various types of healthy bacteria).
    2. Eat high fiber foods at every meal and substitute higher fiber foods for your favorites when possible. Gut microbes rely upon dietary fiber to complete their functions in the gut. They digest fiber that comes from plant material; fruits, vegetables, legumes, and grains. Fiber is also called prebiotics, or “food” for the good bacteria to feed on. Share a simple food substitution – GoodWheat Pasta, for example, has 4x the fiber as regular wheat pasta but with the same great taste and texture.
    3. Avoid fad diets that eliminate whole food groups. Diets should include diverse food choices, in moderation. Research is showing that the gut microbiome has a great range of needs that a diet with a variety of foods can help provide.
- Our recipe demo is an example of a delicious recipe that include a healthy dose of fiber from veggies, chickpeas and GoodWheat pasta.

Prepare the following recipe ingredients before your media segment or videotaping:

- Marinate and precook seasoned chicken breasts
- Cook GoodWheat Rotini, rinse, and drain.
- Open, rinse and drain canned chickpeas
- Prep and pre-measure all ingredients

Conduct recipe demo, talking through the steps as you go.





## Recipes to Demo | TIME FOR A HEALTHY GUT CHECK

This recipe is a Heart-Healthy Recipe certified by the American Heart Association.

[FIND THIS RECIPE ONLINE](#)

### Ingredients:

- 6 ounces GoodWheat Rotini, dry
- 2 large Boneless Skinless Chicken Breasts
- 1 Tablespoon Shawarma Seasoning Blend
- 1 Tablespoon Olive Oil
- 1 cup Cherry Tomatoes, halved
- 1 (15.5 ounce) can Chickpeas, rinsed and drained
- 1/2 cup Kale, thinly sliced
- 3/4 cup Tahini
- 1/2 cup Water
- 1 Tablespoon minced Garlic
- 3/4 cup Apple Cider Vinegar
- 2 Tablespoons Honey
- 2 teaspoons Salt
- 1 Tablespoon Lemon Juice
- 1/4 cup Fresh Parsley, chopped

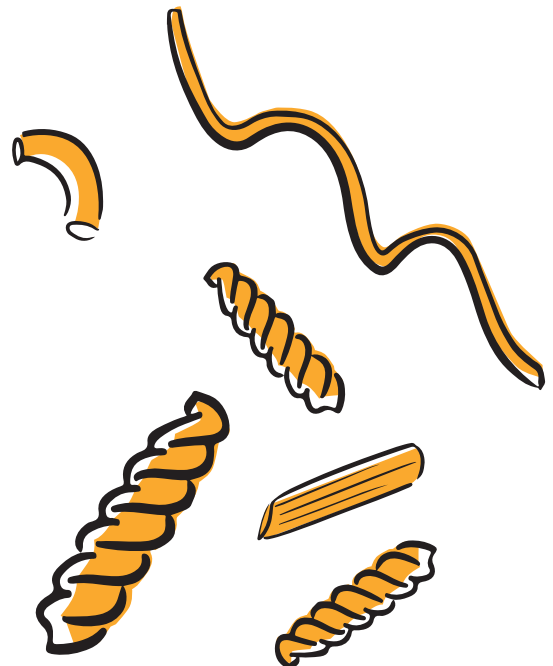
### Directions:

1. Bring a large pot of lightly salted water to a boil, then cook Rotini according to package directions. Drain pasta and set aside.
2. In a bowl, drizzle 2 teaspoons olive oil onto the chicken breasts and rub all over in an even coat. Sprinkle chicken with the shawarma seasoning blend. Mix to completely coat the chicken. Let chicken marinade 30 minutes in the refrigerator.
3. Roast chicken breasts in oven at 450°F for 15-18 minutes, or until the internal temperature reaches at least 160°F. Remove the cooked chicken from the pan and allow it to rest.
4. Combine tahini, water, garlic, apple cider vinegar, honey, salt, and lemon juice in a small bowl and whisk to combine to create tahini sauce.
5. To a large sauce pot, heat 1 teaspoon olive oil. Add chickpeas, kale, and tomatoes and sauté for 1 minute, then turn heat to medium-low and add the pasta to the pan. Stir to combine. Drizzle in half of the tahini sauce to lightly sauté everything together.
6. Slice the chicken breasts into 1/2-inch diced pieces and add to the pot.
7. Add the tahini sauce to the pan, stir in parsley, and stir to evenly coat the pasta.

## CHICKEN HUMMUS PASTA SALAD

SERVINGS: 8 | PREP TIME: 30 min. | COOK: 25 min.

400 CALORIES 30g PROTEIN 9g FIBER



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## Good For Your Gut Shopping List

Probiotics and prebiotics work together to ensure a healthy and balanced digestive system. Probiotics are the healthy bacteria that live in the gut. Prebiotics are certain types of fiber that feed healthy gut bacteria. It's recommended that you have a source of probiotics and prebiotics every day to maintain digestive balance. This shopping list provides sources of probiotics and prebiotics throughout the supermarket

### BEVERAGES

Enjoy daily with meals or snacks.

- Kombucha
- Probiotic Drinks

### REFRIGERATED FOODS

Use kefir or yogurt in fruit smoothies or to top high fiber cereal. Add kimchi to sandwiches or stir-fries, or to top a rice bowl. Use miso in place of salt in homemade vinaigrettes, add to vegetables, top grilled corn.

- Kefir
- Yogurt
- Yogurt with Probiotics added
- Kimchi
- Miso

### PRODUCE

Include onions, leeks, garlic and asparagus in morning scrambled eggs or lunchtime salads. Snack on apples and bananas every day.

- Onions, Leeks, Garlic
- Asparagus
- Apples
- Bananas

### GROCERY AISLES

Substitute GoodWheat pasta for regular pasta to get 4x the fiber (8g vs. 2g per serving in regular wheat pasta). Enjoy black bean tacos, and kidney beans in chili. Add lentils and barley to soups and stews. Bake oatmeal bread. Replace ¼ of the flour in baked goods with flax or wheat bran. Make a trail mix with roasted soybeans or add to salads for crunch.

- GoodWheat Pasta
- Canned beans (black, kidney)
- Lentils

### SUPPLEMENTS

Use to supplement healthy eating habits that include probiotic- and prebiotic food choices.

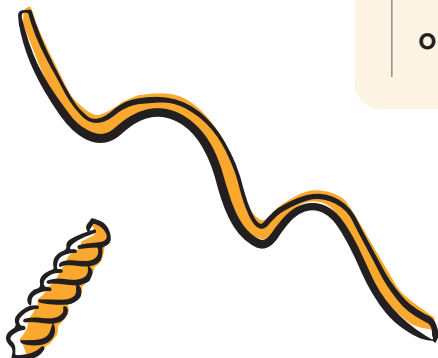
Before you start taking a probiotics supplement, however, you should review with your doctor any other medications or supplements you are taking and discuss any additional health concerns you may have.

- Probiotics with at least 1 billion CFU healthy bacteria like lactobacilli and/or bifidobacterial
- Look at Probiotic + Prebiotic options

### FROZEN FOODS

Enjoy an appetizer of edamame before dinner, or as an afternoon snack.

- Edamame





## BLOG POST

# 5 Ways to Improve Gut Health



The human body is host to tens of trillions of microbes and the largest population of these live in the gut – our gut microbiome. The right balance of these healthy bacteria is vital to feeling your best every day. As studies on the microbiome expand, we are learning how closely gut health can influence our metabolism, immune system, cholesterol levels, and possibly brain functions.

The good news is there are lifestyle changes we can make that will help promote a healthy gut and improve our overall wellbeing. Understanding the effects that poor eating habits, lack of sleep and stress have on our gut health can empower us to give ourselves a serious ‘gut check.’ Here are 5 daily habits that can enhance the health of your gut:

**1. Make fiber your friend** – Make sure to eat high fiber foods at every meal. While all fiber is important for digestive balance, prebiotics are certain fibers that feed the healthy bacteria in your gut. Sources of prebiotics include onions, garlic, leeks, asparagus, soybeans, apples, bananas, beans, and lentils, oats, flax seed, wheat bran and GoodWheat pasta. Follow these tips to ensure you consume plenty of prebiotics:

- Incorporate prebiotic fruits and vegetables into daily meals.
- Add ground flax and wheat bran when baking.
- Incorporate 3 cups of beans into your meals each week. Try black bean tacos, lentil/bean soup, or chili with kidney beans.
- Substitute GoodWheat Pasta for your regular pasta.

**2. Add powerful probiotics to your meals** – Probiotics, the healthy bacteria that live in your gut, can be consumed in certain foods. Choose fermented foods like yogurt, kefir, miso, kimchi, and kombucha. Look for options that contain at least 1 billion CFU of healthy bacteria like lactobacilli and/or bifidobacteria. It’s important to have a source of probiotics every day to gain the health benefits. [Click here](#) [retailer dietitian to add link to shopping list] for a list full of gut nourishing options available at [retailer’s name] and when shopping online at [retailer’s website].

**NOTE:** Adding more fiber to your diet may cause some initial gastric distress. To minimize this, gradually increase your fiber intake.

**3. Forget the fad diets** – Avoid diets that eliminate whole food groups. Diets should include diverse food choices, in moderation. Research is showing that the microbiome has a great range of needs that a diet with a variety of foods can help provide.

**4. Get your ZZZs and avoid stress** – Not getting enough sleep can have unhealthy impacts on your gut health. Try to prioritize getting at least 7-8 hours of sleep per night and talk with your physician if you are having trouble sleeping. Lack of sleep can also lead to higher levels of stress, which is hard on your entire body, including your gut. Try meditation, walking, diffusing essential oils, decreasing caffeine intake, or yoga to help relax.

**4. Consider supplements.** Adding a probiotic or prebiotic supplement to your daily habits may be a great way to improve your gut health. As mentioned, prebiotics provide “food” to promote the growth of beneficial bacteria in the gut, while probiotics are live healthy bacteria. It’s best to consult your healthcare provider when choosing a probiotic or prebiotic supplement to ensure the best health benefits. [Retailer’s name] offers a wide selection of high-quality supplements to enhance gut health. Before you start taking a probiotics supplement, however, you should review with your doctor any other medications or supplements you are taking and discuss any additional health concerns you may have.

### Holy macaroni! GoodWheat has 4x the fiber.

When compared to regular wheat pasta.

 GoodWheat.



8g Fiber  
per serving

Regular Wheat  
Pasta



2g Fiber  
per serving

**GoodWheat Pasta** contains 4x the fiber of regular pasta – with 8g per serving versus 2g in regular wheat pasta – a significant health benefit for the 60% of U.S. adults who are seeking to increase their fiber intake to improve their digestive health, cardiovascular health, weight management and more.



# Direct Shoppers to Foods that Promote Digestive Health

Consumers are increasingly interested in supporting their immune system and are learning about how a healthy digestive system plays a key role. Help shoppers navigate your store or ecommerce site to easily find both probiotic and prebiotic foods. Consider the following educational activations:

- Conduct a Digestive Health Promotion in May:** In the United States, National Digestive Diseases Awareness Month is marked every year in May. People suffering from digestive diseases experience severe pain, discomfort, and personal distress. It is therefore fitting to have a month dedicated to raising awareness about how to deal with these conditions. As more consumers recognize how their digestive health can directly influence their overall well-being this is a perfect opportunity to highlight food choices that support a healthy digestive system. Use the video outline above to pitch a media segment and post the blog article on your website.

- Provide In-Store and Ecommerce Guidance:** If you have a Dietitian recommended product program, flag probiotic and prebiotic food products to make consumers aware of the variety of products that can benefit gut health throughout your stores. You can also use shelf-talkers to highlight new products, like GoodWheat Pasta, that provide benefits to digestive health. Another option is to create an endcap display of shelf-stable products along with the Nourish Your Gut Shopping List above or menu plan below. Make sure to also offer recipes that include one or more of the products as ingredients. [Click here for recipes.](#)
- Partner with Pharmacy:** When it comes to digestive health, both foods and supplements can play a role. Partner with pharmacy to provide educational guidance. Consider partnering with vendors to provide coupons to help shoppers build a bridge to products that promote digestive health in both the food and pharmacy aisles.

## Digestive Health – 3 Day Menu Plan

	BREAKFAST	LUNCH	DINNER	SNACK
DAY 1	<ul style="list-style-type: none"> <li>• Vanilla Greek Yogurt</li> <li>• Banana Slices</li> <li>• Low Sugar Granola</li> </ul>	<ul style="list-style-type: none"> <li>• Lentil Soup with Veggies</li> <li>• Corn Bread</li> </ul>	<ul style="list-style-type: none"> <li>• GoodWheat Spaghetti with Ground Turkey – Veggie Sauce</li> <li>• Tossed Green Salad with Yogurt-Based Dressing</li> </ul>	<ul style="list-style-type: none"> <li>• Trail Mix with Nuts, Seeds, and Dried Fruit</li> </ul>
DAY 2	<ul style="list-style-type: none"> <li>• Oatmeal</li> <li>• Blueberries</li> <li>• Slivered Almond</li> </ul>	<ul style="list-style-type: none"> <li>• Chicken Hummus Pasta Salad</li> <li>• Fresh Grapes</li> </ul>	<ul style="list-style-type: none"> <li>• Salmon</li> <li>• Brown Rice</li> <li>• Broccoli Florets</li> </ul>	<ul style="list-style-type: none"> <li>• Fresh Apple Slices with Nut Butter Dip</li> </ul>
DAY 3	<ul style="list-style-type: none"> <li>• Sourdough Toast</li> <li>• Nut Butter</li> <li>• Fresh Orange</li> <li>• Kefir</li> </ul>	<ul style="list-style-type: none"> <li>• Black Bean Burrito with Avocado, Salsa, 2% Cheese and Tomato</li> </ul>	<ul style="list-style-type: none"> <li>• Chicken Breast</li> <li>• Green Goddess Salad</li> <li>• Sourdough Rolls</li> <li>• Melon</li> </ul>	<ul style="list-style-type: none"> <li>• Fresh Veggies (carrots, cucumbers, peppers)</li> <li>• Yogurt-Based Ranch Dip</li> </ul>

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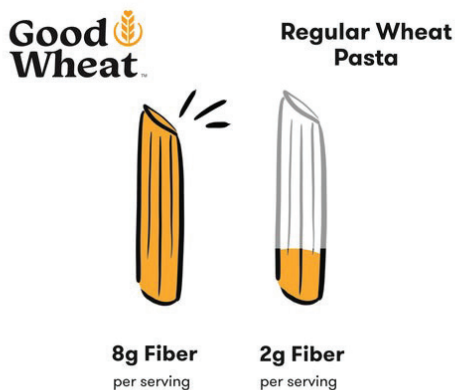
# Digestive Health Social Media Posts



May is Digestive Health Month. A healthy digestive system can influence metabolism, the immune system, cholesterol levels, and possibly brain functions. Our [Nourish Your Gut Shopping List](#) (retailer to attach link) provides options that support digestive health and overall wellbeing. #guthealth #prebiotics #GoodWheat #DigestiveHealthMonth



GoodWheat Pasta is a simply delicious way to nourish your gut! With 4 times the fiber of regular pasta, GoodWheat provides a significant health benefit for individuals who are seeking to increase their fiber intake to improve their digestive health. GoodWheat Pasta is also rich in resistant starch which is a type of prebiotic fiber that feeds the good bacterial in your gut to promote better overall health and immune function. #guthealth #fiber #prebiotics #GoodWheat #digestivehealthmonth



Join (retailer's name) Dietitian in a discussion on foods and supplements that promote a healthy digestive system and cook along as we make this tasty [Heart-Healthy Chicken Hummus Pasta Salad](#). It's full of delicious ingredients to nourish your gut! #guthealth #prebiotics #GoodWheat



Did you know over 90% of adults and children in the U.S. don't consume the recommended amount of fiber? Boost your fiber intake and help support gut health by putting a box of GoodWheat in your cart. You'll be trading up to tasty pasta that has 4x the fiber as regular pasta. [Click here](#) to get a 3-day menu planner featuring fiber-rich favorites for better digestive health. #guthealth #fiber #prebiotics #GoodWheat #digestivehealthmonth



[Green Goddess Pasta Salad](#) is good for your gut and your taste buds! Yogurt, veggies, and GoodWheat Pasta come together to create a delicious spring time salad full of flavor and fiber. #guthealth #fiber #prebiotics #GoodWheat #digestivehealthmonth



This [Heart-Healthy Rotini & Bean Soup](#) tastes delicious and comes with a healthy serving of fiber from colorful veggies, beans, and GoodWheat pasta. Cook up a pot today... It's good for your gut health and your taste buds! #guthealth #fiber #prebiotics #GoodWheat #digestivehealthmonth



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