**Innovative sports bread for Dutch athletes in Sochi**

**In Sochi, our Dutch top athletes have a specially developed 'Sportsgrain' bread that optimally supports performance. The bread was successfully tested in sports practice over the past six months and is flown in for the Dutch team during the Winter Olympics.**

The innovative sports bread was developed and tested together with HAN Sport en Bewegen in the InnoSportLab Papendal and the Topsportsrestaurant of Sportscentre Papendal. The tests show that the Sportsgrain Bar provides the perfect basis for top performance: "The combination of starch and fruit provides an optimal mix of fast and slow carbohydrates that meets the latest scientific insights for optimizing carbohydrate intake," Floris Wardenaar, embedded scientist at InnoSportLab Papendal and HAN Sport en Bewegen.

Wardenaar: 'This bread consists of pure ingredients and delivers both starch, glucose and fructose, making glucose transporters in the intestine optimally utilized. Scientific insights have shown that with such a mix of carbohydrates the body is able to absorb 90 grams of carbohydrates per hour. This means that an athlete with this bread can meet the most recent recommendations for carbohydrates during exercise.

**Skaters**  
The Corendon skating team became acquainted with the sports bread in the Topsports restaurant in Papendal during the summer training sessions. Since then it is part of the sports diet of the Corendon skaters, who are unanimously enthusiastic.

**Sochi**  
During the Olympic Winter Games in Sochi the sports bread is available for Dutch athletes. The advantage of the bread is that it is a regular food that athletes can eat for breakfast, lunch or in between - but in a 'plus version', with the same effective results as a special sports bar. And besides being healthy, the bread is also very tasty.

**Raw materials**  
The unique composition of the bread is based on the most recent scientific insights focused on sports nutrition research. It consists of pure raw materials, without e-numbers. An important component is teff, a specific cereal from Africa with more slowly digestible carbohydrates. In addition, the bread also includes carrot fiber, banana, cranberries, raisins, lineseed flour, wheat germ and sourdough powder. At this moment the bread is only available for top athletes. It will be on the market in a few months.

**InnoSportLab Papendal**   
InnoSportLab Papendal offers athletes advanced test and measurement equipment for testing in the training environment. For companies and knowledge institutions, InnoSportLab Papendal is the innovative environment to jointly work on the development, realization and validation of new innovative products, services and facilities to support top sport. [www.innosportlabpapendal.nl](http://www.innosportlabpapendal.nl)

**Top sports restaurant**  
The Topsports restaurant at the Arnhemhall at Papendal distinguishes itself as a restaurant where "functional food" is prepared purely and daily fresh. This means that all the food in process with nutritional value is fixed and that the top athlete can time the consumption of the meals specifically on exercise, rest or recovery.   
www.sportcentrumpapendal.nl

**HAN Sport en Bewegen**  
HAN Sport en Bewegen is a training institute of the Hogeschool van Arnhem and Nijmegen for sports and physical education. As part of the institute, HAN SENECA Sports & Exercise Nutrition wants everyone to experience the added value of a high-quality diet in sports and exercise. As a training institute, the primary focus is on training students for the field of work. Furthermore, it is a combination of providing education, conducting research in practice and offering services in the field of sports nutrition and sports nutrition guidance in the Netherlands. www.HAN.nl/SENECA

**Sportsgrain**   
Sportsgrain is the name under which the initiators Millets Place and Bakels-Senior, in collaboration with NTCP8, combine high-tech knowledge with traditional production methods, in the belief that high-quality (top) sports and diet products can be developed. www.sportsgrain.com

The development of the 'Sportsgrain' bread was supported by an Innovation Performance Contract (IPC) subsidy scheme from the Netherlands Enterprise Agency, of which InnoSportNL, FoodValley and Alliance Nutrition Gelderse Vallei are the coordinators.

Note for editors (Not for publication):   
For more information and images: InnoSportLab Papendal, Topsportrestaurant Sportscenter Papendal: Chantal Tutein Nolthenius, Manager Marketing & Communication, **communicatie@innosport.nl**, 0031 6 16503615

HAN SENECA: Lennart van Eekhout, Program Manager Communication, **lennart.vaneekhout@han.nl**, 0031 6 83993277

Sportsgrain: Ronald Menting, Director Sportsgrain **info@sportsgrain.com**, 0031 6 26498055; Koos Mosterd Communication Sportsgrain, 0031 6 53323426  
  
**Project description www.innosportlabpapendal.nl / www.innosport.nl**

**Innovative sports bread**   
The sports bread contains a specific combination of ingredients, scientifically researched and substantiated. In addition to the usual bread ingredients (whole wheat flour, yeast, salt and water), these are the following elements: carrot fiber, banana, cranberries, raisins, linseed flour,wheat germ and sourdough powder.The specific composition is the result of calculations to get the intake of carbohydrates and the intake of vitamins and minerals high. An important ingredient is teff: a fairly specific type of grain that is grown in Africa. Teff grain contains more slowly digestible, complex carbohydrates and more calcium than other grains. In addition, the bread consists solely of natural raw materials and is tasty.

**Nutrition claims**   
• Rich in fiber (prebiotics)   
• CHO-mix: starch / glucose-fructose (2: 1)   
• E-number-free   
• Salt with reduced sodium content   
• Source of:   
- Protein - Omega-3 fatty acids - Potassium - Calcium - Phosphorus - Magnesium - Iron - Copper - Selenium - Vitamin B1 thiamin - Vitamin B2 riboflavin - Folic acid

The Sportsgrain Bar is equipped with a break slot. This allows easy portions of 15 or 30 grams per unit of time to be consumed. This makes it especially an interesting product for endurance sports. With endurance efforts it is all about supplementing carbohydrates during the exercise.

**IPC project 'Food, Sports and Health: Bread and Games'**Eleven Dutch businesses have been united since September 2012 in the 'Nutrition, Sports and Health: nutrition for specific target groups' project. Over a period of two years, the companies have worked together to realize product innovations relating to sports, nutrition and health. The project receives the support of IPC and the ministry of economic affairs whose coordination is in the hands of InnoSportNL, the FoodValley foundation, the Alliance Voeding Gelderse Vallei and Oost NV. The development of the sports bread takes place within a subcluster of the IPC project.

**Partners**   
The partners are Bakels Senior B.V. (bakery ingredients), Lekker brood B.V. (bakery) and Millets Place B.V. (teff supplier). They have the joint wish to develop high-quality sports and diet products. Within the project, the composition and choice of ingredients of the sports bread was determined in line with the wishes and requirements for (top) athletes. The sports nutrition experts of HAN Sport and Bewegen have contributed to the development of the bread which was extensively tested in the InnoSportLab Papendal and the top sports restaurant of sportscenter Papendal.