

# Fibre Health Ltd

Introduction - Fibre Health Ltd, a Northern Ireland-based company, develops high-fibre functional nutrition products. To address widespread fibre deficiency, the business created a powdered sachet that can be added to drinks or meals, combining fibre, probiotics, vitamins, minerals, and natural flavours.



Challenge - Most consumers fail to meet daily fibre recommendations, and existing solutions are often inconvenient or unappealing. Fibre Health aimed to design a consumer-friendly sachet that delivers 40-50% of daily fibre intake, 333 million live probiotics, and over 20 essential vitamins and minerals at 50% RDA, while also being great-tasting and sugar-free.

Solution - Lydia Reilly researched soluble fibre blends with proven prebiotic benefits, incorporated a stable probiotic culture, and developed a vitamin-mineral premix. Market and flavour testing identified Citrus, Berry, and Tropical blends, along with a neutral option for use in foods and smoothies. Formulations were created with only natural flavourings and no added sugar. Nutritional and probiotic testing confirmed performance, while stick-pack sachets were selected for convenience, shelf life, and consumer appeal. Finished prototypes were developed and showcased to Musgrave Group.



Impact - Four product formats were successfully created, each delivering 40-50% of daily fibre needs, 333 million probiotics, and 50% RDA of 20+ vitamins and minerals. The project achieved strong industry response, with validated packaging and technical performance positioning the sachets for commercial entry into the functional beverage market.

