



SweetRight™ SUGAR REDUCTION

Challenge: Solved

A SWEET SUCCESS CASE STUDY





A better-for-you beverage that is sweet, flavorful and thirst quenching, with almost zero sugar

Better-for-you Blueberry Antioxidant Drink

This prototype antioxidant beverage was designed from the ground up to meet consumer demand for beverages with less sugar and great taste. We helped develop a formula with less than 1g of sugar per 8 oz. serving.



Beverages are **one of the top 10 most frequently purchased and consumed** categories



Nearly **70% of consumers surveyed are very/somewhat concerned about sugars and sweeteners** in the products they buy and consume most often



Stevia is one of the most preferred sweeteners for beverage consumers

ADM OutsideVoiceSM Sweeteners Attitudes & Usage Study, 2017



A better-for-you blueberry antioxidant drink that strikes just-the-right balance of sweetness, flavor, calories and simpler ingredients, for a healthy halo beverage that quenches more than just thirst.



CHALLENGE

How to keep the same great taste in a sweet juice beverage, while reducing added sugars to less than 1g per serving—and improving nutrition at the same time.

SOLUTION

Our Sweet SavvySM came through again. We took a holistic approach to design a winning formula with awesome sweetness. With SweetRight™ stevia, SweetRight™ erythritol, our natural flavors and colors, and our own special antioxidant blend, we scored big with a perfectly balanced beverage.

The Result

A sweet, better-for-you beverage with next-level consumer appeal.

A Label that Stands Out and Stands Up

Today's consumers are increasingly focused on making better-for-you choices. They're always on the lookout for labels featuring 'no added sugar,' 'reduced sugar' and 'low calorie.' With zero added sugar, just 5 calories per serving and the added bonus of 60 milligrams of polyphenols per serving, this tasty beverage certainly fits the bill.

Nutrition Facts	
2 servings per container	
Serving size	8 fl. oz (236ml) (238g)
Amount Per Serving	
Calories	5
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 6g	2%
Dietary Fiber 0g	0%
Total Sugars Less than 1g	
Includes 0g Added Sugars	0%
Protein 0g	
Vitamin D 0mcg	0%
Calcium 0mg	0%
Iron 0mg	0%
Potassium 0mg	0%
Vitamin C	80%
<small>*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.</small>	

Based on a 2000 calorie diet, added sugar should be less than 50 grams a day. At 0 grams added sugar and <1 gram total sugar, this label doesn't just stand up—it stands out.



INGREDIENTS: FILTERED WATER, ADM ERYTHRITOL, BLUEBERRY JUICE CONCENTRATE, ADM NATURAL FLAVOR, STRAWBERRY JUICE CONCENTRATE, MALIC ACID, ADM NATURAL COLOR, GREEN TEA EXTRACT, WHITE TEA SOLIDS, APPLE PEEL EXTRACT, GRAPESEED EXTRACT, ASCORBIC ACID (VITAMIN C), ADM STEVIA LEAF EXTRACT.

READY TO SOLVE YOUR CHALLENGES?

Request our Prototyp Formulation & a Technical Consultation

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