



SweetRight™ SUGAR REDUCTION

# Challenge: Solved

A SWEET SUCCESS CASE STUDY





A 100% delicious cupcake with 30% less sugar

## Decadent Reduced Sugar Cupcake

Consumers want to have their cupcake and eat it, too! So we helped create this reduced sugar, filled and iced orange cupcake for all the sweet pleasure and indulgence of a traditional cupcake— with 30% less sugar and 100% less guilt.



Baked goods are **one of the top 5 most frequently purchased** and consumed foods



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 snack consumers

ADM OutsideVoice<sup>SM</sup> Sweeteners Attitudes & Usage Study, 2017



**A deliciously moist and velvety cupcake filled and decorated with sweet orange icing offers up great flavor, satisfying sweetness and even a helping of dietary fiber—making this a delightful and permissible treat.**

## CHALLENGE

What makes a traditional cupcake so delicious? Delectable sweetness and creamy icing, of course. To be successful, this reduced sugar version needed all the right attributes in all the right places.

## SOLUTION

It takes some Sweet Savvy<sup>SM</sup> to know how to replace sugar's functionality, as well as its sweetness in baked goods. We leveraged the synergy of our SweetRight™ stevia, erythritol and Fibersol®-2 dietary fiber to keep the sweet, reduce the sugar, and keep all the functional and textural characteristics that make cupcakes yummy.

## The Result

A reduced sugar, lower calorie indulgence that will have consumers coming back for more.

# A Label that Stands Out and Stands Up

Though consumers still want indulgent, sweet treats, they want to reduce their sugar intake. With only 17 grams of total/added sugars per serving, this cupcake's label hits a real sweet spot.

<b>Nutrition Facts</b>	
servings per container	
<b>Serving size</b>	1 Cupcake (56g)
<b>Amount Per Serving</b>	
<b>Calories</b>	<b>230</b>
<small>% Daily Value*</small>	
<b>Total Fat</b> 14g	<b>18%</b>
Saturated Fat 7g	<b>35%</b>
Trans Fat 0g	
<b>Cholesterol</b> 15mg	<b>5%</b>
<b>Sodium</b> 80mg	<b>3%</b>
<b>Total Carbohydrate</b> 29g	<b>11%</b>
Dietary Fiber 3g	<b>10%</b>
<b>Total Sugars</b> 17g	
Includes 17g Added Sugars	<b>34%</b>
Sugar Alcohol 4g	
<b>Protein</b> 1g	
Vitamin D 0mcg	<b>0%</b>
Calcium 30mg	<b>2%</b>
Iron 0mg	<b>0%</b>
Potassium 0mg	<b>0%</b>
<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 sugars should be less than 50 grams a day. With 30% less sugar than a traditional cupcake, this indulgent frosted cupcake can satisfy a sweet tooth without spending one's entire daily allotment of sugar.

## KEY SUGAR REDUCTION INGREDIENTS:

SweetRight™ Stevia RA80  
SweetRight™ Erythritol  
Fibersol®-2

**INGREDIENTS:** ADM SUGAR, ADM SHORTENING (PALM OIL, MONO AND DIGLYCERIDES, POLYSORBATE 60), ADM WHEAT FLOUR (BLEACHED AND ENRICHED WHEAT [NIACIN, REDUCED IRON, THIAMINE MONONITRATE, RIBOFLAVIN AND FOLIC ACID]), EGGS, ADM ERYTHRITOL, FIBERSOL®-2 (SOLUBLE CORN FIBER), ADM ORANGE FRUIT POWDER (ORANGE PUREE CONCENTRATE, MALTODEXTRIN), NONFAT DRY MILK, WHIPPING AGENT (STARCH, POLYGLYCEROL ESTERS OF FATTY ACIDS, MONO & DIGLYCERIDES OF FATTY ACIDS), BAKING POWDER (CORNSTARCH, SODIUM BICARBONATE, SODIUM ALUMINUM SULFATE, CALCIUM ACID PHOSPHATE), ADM SOYBEAN OIL, ADM VANILLA EXTRACT, SALT, ADM NATURAL FLAVOR, ADM STEVIA LEAF EXTRACT.

ALLERGENS: MILK, EGG, WHEAT

## READY TO SOLVE YOUR CHALLENGES?

Request our Prototype Formulation & a Technical Consultation

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