



SUGAR REDUCTION

Challenge: Solved

A SWEET SUCCESS CASE STUDY



sweet
SAVVYSM



Slightly-sweetened tea with zero sugar and calories, delivering great taste with a healthy halo

Balanced Black Tea with Ginger

Consumers want refreshing, subtly sweet options to quench their thirst throughout the day. ADM's SweetRight™ Edge stevia and the power of on-trend botanicals with ginger strike the perfect balance in this tea.



49% say natural sweeteners are important to them¹



Consumers are highly aware of ginger—and it has a 74% positive perception among botanical users²



SweetRight™ Edge stevia achieves up to 15% better sweetness than other steviol glycosides

¹ADM Outside Voice™ Sweeteners Attitudes & Usage Study, 2017

²ADM Outside Voice™ 2020 Botanical Study



This delicious slightly-sweetened black tea with ginger hits all the right notes to satisfy health & wellness trends. Offering traditional herbs and botanicals, this tea fulfills consumers' preferences for proactive health and plant-based sweeteners such as stevia.



CHALLENGE

Delivering a health-forward tea and ginger concept meant keeping sugars out of the picture. But ginger on its own can be polarizing—so omitting sweetness wasn't an option. Providing a balanced sweetness ensured building back mouthfeel.

SOLUTION

ADM used our Sweet SavvySM to create the perfect solution. For well-rounded taste and mouthfeel, our SweetRightTM Edge stevia drives the overall sweetness and blend with a touch of erythritol. To finish the product, ADM used our own ginger extract and citric acid.

The Result

A thirst-quenching, naturally sweetened black tea with ginger pulls off a real balancing act: a refreshing, health-forward beverage that tastes great, while skipping the sugars.

For a Standout Label

Consumers looking to reduce sugar intake know that beverage choices carry a lot of weight, since so many options are laden with sugars. With tremendous taste, zero calories and sugars—and the healthy halo of ginger—this label is a standout that can really shine for consumers.

Nutrition Facts	
2 servings per container	
Serving size	8 fl. oz (236ml) (236g)
Amount Per Serving	
Calories	0
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 0g	0%
Dietary Fiber 0g	0%
Total Sugars 0g	
Includes 0g Added Sugars	0%
Protein 0g	
Vitamin D 0mcg	0%
Calcium 0mg	0%
Iron 0mg	0%
Potassium 0mg	0%
<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>	

INGREDIENTS: FILTERED WATER, TEA, ADM ERYTHRITOL, ADM CITRIC ACID, ADM GINGER EXTRACT, ADM NATURAL FLAVORS, ADM STEVIA LEAF EXTRACT.

Based on a 2,000 calorie diet, added sugars should be less than 50 grams a day. With no sugars, this lightly-sweetened tea gives consumers a great-tasting way to reduce their sugar intake.

KEY SUGAR REDUCTION INGREDIENTS:

SweetRight™ Edge Stevia

SweetRight™ Erythritol

GINGER HAS A MULTI-FACETED APPEAL

To many consumers, ginger is considered a natural digestive health aid, yet they also purchase it as a supplement for:

- high blood pressure: 36%
- chronic inflammation: 32%
- general health: 27%



ADM Outside Voice 2020 Botanical Study

READY TO SOLVE YOUR CHALLENGES?

Request our Prototype Formulation & a Technical Consultation

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