



SweetRight™ SUGAR REDUCTION

Challenge: Solved  
A SWEET SUCCESS CASE STUDY





A bar that hits all the health and wellness buttons



## Strawberry Wellness Bar

It's all about hitting the consumer's sweet spot. We helped create this absolutely delicious snack bar with only 6 grams added sugar per serving and 9 grams total sugar per serving, delivering on superior taste with less sugar and a health halo, while maintaining the all-important moist, chewy texture.



Snacks are one of the **top 10 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 wholesome granola bar combines smooth nut butter and crunchy oat crisp textures, tops them with a creamy yogurt-flavored coating sprinkled with real strawberry granules—all with reduced sugars—for a snack sure to please everyone in the family.**



## CHALLENGE

Reduced sugar products often suffer from reduced humectancy. So we needed to find a way to maintain the bar's soft, chewy texture and ensure great flavor.

## SOLUTION

All it took was a little Sweet Savvy<sup>SM</sup>. After extensive testing and development, we found SweetRight™ stevia was the perfect choice to maintain the proper amount of sweetness and to boost the strawberry flavor. The soft, pliable texture? Courtesy of our sorbitol solution and glycerin ingredients.

## The Result

A better-for-you bar that responds to market trends with pleasing taste and texture.

# A Label that Stands Out and Stands Up

So many consumers are looking to cut back on sugar—and are actively seeking ‘low calorie,’ ‘reduced sugar’ and ‘less added sugar’ labels. With just 170 calories, 6 grams of added sugar and 9 grams of total sugar per serving, a label like this is a real attention grabber.

<b>Nutrition Facts</b>	
1 serving per container	
<b>Serving size</b>	<b>2 squares (40g)</b>
<b>Amount Per Serving</b>	
<b>Calories</b>	<b>170</b>
% Daily Value*	
<b>Total Fat</b> 8g	<b>10%</b>
Saturated Fat 2.5g	<b>13%</b>
Trans Fat 0g	
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 105mg	<b>5%</b>
<b>Total Carbohydrate</b> 22g	<b>8%</b>
Dietary Fiber 4g	<b>16%</b>
<b>Total Sugars</b> 9g	
Includes 6g Added Sugars	<b>12%</b>
<b>Sugar Alcohol</b> 4g	
<b>Protein</b> 6g	
Vitamin D 0mcg	<b>0%</b>
Calcium 40mg	<b>3%</b>
Iron 0mg	<b>0%</b>
Potassium 60mg	<b>1%</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 sugar should be less than 50 grams a day. At only 12% of the daily value, our reduced sugar bar stands up well to the new label regulations.

## KEY SUGAR REDUCTION INGREDIENTS:

Fibersol®  
Glycerin  
Sorbitol Solution  
SweetRight™ Stevia—RA80

**INGREDIENTS:** YOGURT COATING (SUGAR, PALM KERNEL OIL, YOGURT POWDER [CULTURED WHEY PROTEIN CONCENTRATE AND CULTURED SKIM MILK], MILK, SOY LECITHIN [AN EMULSIFIER], NATURAL FLAVOR, SALT), **ADM ALMOND BUTTER, ADM SOY CRISP (ISOLATED SOY PROTEIN, TAPIOCA STARCH), DATES, ADM ALMONDS, ADM GLYCERIN, ADM FIBERSOL-2L (SOLUBLE CORN FIBER), ADM COOKED NAVY BEAN POWDER, ADM SORBITOL, ADM STRAWBERRY FRUIT POWDER (STRAWBERRY PUREE CONCENTRATE, MALTODEXTRIN), ADM WHOLE GRAIN SORGHUM CRISP, WHOLE OATS (ROLLED, OLD FASHIONED), ADM NAVY BEAN CRISPS (COOKED GROUND NAVY BEAN POWDER), ADM SWEET’N’NEAT (HONEY, WHEAT STARCH, CALCIUM STEARATE [ANTI-CAKING AGENT], AND SOY LECITHIN [PROCESSING AID]), ADM NATURAL FLAVOR, SALT, ADM STRAWBERRY FRUIT GRANULES (STRAWBERRY PUREE CONCENTRATE, MALTODEXTRIN), ADM DHA OIL, ADM BIFIDOBACTERIUM LACTIS BPL1 (BIFIDOBACTERIUM LACTIS, TAPIOCA MALTODEXTRIN AND SUGAR), ADM STEVIA LEAF EXTRACT.**

**ALLERGENS:** SOY, WHEAT, TREE NUT, MILK

## READY TO SOLVE YOUR CHALLENGES?

Request our Prototype Formulation & a Technical Consultation

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