



SweetRight™ SUGAR REDUCTION

# Challenge: Solved

## A SWEET SUCCESS CASE STUDY





Positive nutrition  
takes the lead  
in these bars

## Superstar Bar

Sure, consumers are sweet on snacks, but they're also on the lookout for on-the-go nutrition—with healthier snacks and meal replacement options high on their priority lists. They look for ingredients such as protein and dietary fiber to ensure they are getting an assortment of nutritional benefits.

**This nutrition-packed superstar has it all, raising the bar on sugar reduction with a better-for-you option that sports a simpler label featuring “less added sugars.” Per serving, it reduces 45% of the sugars content, adds 9g of plant-based protein and 3g of prebiotic fiber—and keeps the tried-and-true chewy goodness—all with a cleaner ingredient list.**



The majority of bar consumers look for bars with less than 10g of sugar



3/4 of consumers pay attention to the sugar content in the bars they buy



87% of consumers are limiting the amount of sugar in their diet to some degree

Source: Mintel Sugar and Alternative Sweeteners, U.S., Dec. 2018



**A bar with a less-is-more attitude—45% less sugars than its full-sugar cousin, quality ingredients you can see, and more snackalicious soft and chewy taste.**

## CHALLENGE

Creating a bar for the sugar-conscious consumer—while keeping all the necessary bulking, binding, processing and shelf-life benefits—can be a real quandary.

## SOLUTION

Reducing sugars by replacing traditional corn syrup in a cereal bar has the potential to create other challenges, including maintaining pleasing moisture and texture over its shelf life. We used our reduced sugar glucose syrup to replace traditional corn syrup and our Sweet Savvy<sup>SM</sup> expertise to easily swap it into an existing formulation without losing any key functional or sensory properties. Even better, reduced sugar glucose syrup provides clean label flexibility as “glucose syrup” or “corn syrup.”

## The Result

A soft and chewy bar signals positive nutrition—with less sugars and high-quality ingredients like peanuts and soy crisps—that consumers will snack right up.

# For a Standout Label

When discerning consumers look at labels, less added sugars often translates into more quality nutrition. In this bar, we reduced the added sugars by a whopping 45% (from 11g to 6g added sugars). You get a standout label and consumers get the reduced sugars and quality ingredients that they desire.

Based on a 2,000 calorie diet, added sugars should be less than 50 grams a day. Our reduced sugar bar comes in at 12% DV, leaving plenty of room for the rest of their day.

## KEY SUGAR REDUCTION INGREDIENTS:

ADM SweetRight™ Reduced Sugar Glucose Syrup

Glycerin

SweetRight™ Stevia RA80

**INGREDIENTS:** ADM GLUCOSE SYRUP, ADM PROFAM 936 (ISOLATED SOY PROTEIN, SOY LECITHIN), DARK CONFECTIONERY COATING (SUGAR, PALM KERNEL AND PALM OILS, COCOA PROCESSED W/ALKALI, SOY LECITHIN, NATURAL FLAVOR, WHOLE MILK SOLIDS, SALT), ADM GLYCERIN, ADM FIBERSOL-2L (SOLUBLE CORN FIBER), PEANUT BUTTER (PEANUTS & SALT), ADM SOY CRISP (ISOLATED SOY PROTEIN, TAPIOCA STARCH), PEANUTS, ADM PALM OIL, ADM PEANUT FLOUR (PARTIALLY DEFATTED), ADM SOY LECITHIN, ADM PEANUT OIL, ADM STEVIA LEAF EXTRACT.

ALLERGENS: Peanut, Soy, Milk

## READY TO SOLVE YOUR CHALLENGES?

Request our Prototyp Formulation & a Technical Consultation

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### ORIGINAL

Nutrition Facts	
Serving size	(40g)
Amount Per Serving	
<b>Calories</b>	<b>160</b>
	% Daily Value*
Total Fat 7g	8%
Saturated Fat 3.5g	17%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 20mg	1%
<b>Total Carbohydrate 20g</b>	<b>7%</b>
Dietary Fiber 3g	12%
<b>Total Sugars 11g</b>	
Includes 11g Added Sugars	22%
Sugar Alcohol 2g	
<b>Protein 9g</b>	
Vitamin D 0mcg	0%
Calcium 0mg	0%
Iron 0.6mg	4%
Potassium 0mg	0%

\*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.

### 45% REDUCTION

Nutrition Facts	
Serving size	(40g)
Amount Per Serving	
<b>Calories</b>	<b>160</b>
	% Daily Value*
Total Fat 7g	9%
Saturated Fat 3.5g	17%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 20mg	1%
<b>Total Carbohydrate 20g</b>	<b>7%</b>
Dietary Fiber 3g	12%
<b>Total Sugars 6g</b>	
Includes 6g Added Sugars	12%
Sugar Alcohol 3g	
<b>Protein 9g</b>	
Vitamin D 0mcg	0%
Calcium 0mg	0%
Iron 0.6mg	4%
Potassium 0mg	0%

\*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.

