

Challenge: Solved

A SWEET SUCCESS CASE STUDY





An on-trend
better-for-you
energy drink

Lime Afternoon Energy Refresher

Being active takes energy, and as consumers care more about achieving a balanced boost, they seek drink options with natural-sounding ingredients and less sugar. That's why our lime afternoon energy refresher hits the spot. With refreshing juice, lime extract and guarana for a botanical source of caffeine, our concept picks you up without sending you flying. With a touch of SweetRight™ Stevia Edge, this light and delightful beverage delivers a skinny 5 calories and just 1 gram of sugar.

The clean label and still formula help make this energy refresher hydrating and highly drinkable with a short, simple list of ingredients.



This drink's blend of **energy and hydration** is designed to **appeal to mainstream consumers** such as busy parents, office workers, and those who are active and interested in wellness



Nearly 70% of consumers are very/somewhat concerned about added 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 fresh, juice-based drink made with limes, filtered water, stevia and natural caffeine—for ingredients that consumers recognize—all served over ice, like a summer limeade that's easy to drink.

CHALLENGE

Many energy beverages miss the mark with mainstream consumers with too much sugar, too much caffeine, and a long list of ingredients and additives. We wanted to solve the challenge and create a clean energy drink that provides a mid-day lift with drinkability, without feeling jittery.

SOLUTION

We used our Sweet SavvySM thinking caps to pick the perfect solution. Our great-tasting lime beverage appeals by limiting sugar and staying true to plant-based sweeteners with stevia. We used our guarana extract, a traditional botanical popular in Brazil and throughout Latin America, for clean energy. Our formulation features our new SweetRight™ Edge, the newest star in ADM's stevia toolbox. It utilizes the best of the stevia plant to replace the sweetness of sugar up to 15% better than other steviol glycosides. With fewer off-notes, bitterness and astringency (hint: no extra masking needed) SweetRight™ Edge is your stevia dream come true.

The Results

A better-for-you energy drink that ticks a whole lot of boxes, from sugar reduction to drinkability, natural energy and plant-based ingredients.

A Label that Stands Out and Stands Up

In addition to looking for less added sugar, consumers want to see ingredients they recognize and consider better for them. With just 5 calories, 1 gram of added sugar and 1 gram of total sugar per serving—plus ingredients like juice and extracts—this label can really resonate with consumers.

Nutrition Facts	
Serving size	12 fl. oz (354g)
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 2g	1%
Dietary Fiber 0g	0%
Total Sugars 1g	
Includes 1g 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, WHITE GRAPE JUICE CONCENTRATE, LIME JUICE CONCENTRATE, GUARANA EXTRACT, CITRIC ACID, LIME EXTRACT, **ADM STEVIA LEAF EXTRACT.**

Based on a 2000 calorie diet, added sugars should be less than 50 grams a day. With just 1 gram of added sugars, our lime energy refresher stands up well to the new label regulations.

KEY SUGAR REDUCTION INGREDIENTS:

- SweetRight™ Edge Stevia Leaf Extract

HIGHLIGHTS:

- 1g Sugar per serving
- 1g Added Sugar per serving
- 48mg Caffeine per serving
- 3% Fruit Juice

FEATURED INGREDIENTS:

- SweetRight™ Edge Stevia Leaf Extract
- Guarana Extract
- Lime Extract
- White Grape Juice Concentrate
- Lime Juice Concentrate
- Citric Acid

READY TO SOLVE YOUR CHALLENGES?

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