



SweetRight™ SUGAR REDUCTION

# Challenge: Solved

A SWEET SUCCESS CASE STUDY





A great-tasting hard seltzer that's slender on calories—with zero sugar

## Sugar-Free Clementine Hard Seltzer

Consumers want to drink in pure enjoyment while freeing themselves of the unnecessary calories and added sugars that give them guilt or sidetrack their wellness goals. With a modest calorie count and 0g added sugars per serving, this hard seltzer is perfectly on trend. We used a touch of our SweetRight™ Edge stevia to achieve irresistible sweetness, while a refreshing clementine citrus flavor gives this beverage its sparkling personality.



53% of consumers are paying attention to the type of sweetener used in alcoholic beverages<sup>1</sup>



Sugar reduction becomes 68% more important when seeking low calorie beverages<sup>1</sup>



Consumers seeking indulgent beverages are 55% more driven to value sugar reduction<sup>1</sup>

<sup>1</sup> Outside Voice<sup>SM</sup> Consumers & Sugar Reduction, Aug. 2020





## CHALLENGE

Everyone seems to love these refreshing adult beverages. But how do you reduce the amount of added sugars while keeping the great taste and desired 5% ABV? To beat the typical sugar content (1-2g per serving) of the leading market products, we employed our proprietary sugar reduction technology.

## SOLUTION

Our SweetRight™ Edge stevia helped us hit our 100-calorie, 5% ABV target—with 0g added sugars per serving. SweetRight™ Edge delivered the optimal taste and mouthfeel by replacing sweetness and building back the functionality lost from sugar. With true-to-fruit clementine flavor made with botanical oils straight from the world's largest citrus groves, this beverage is perfect for your next variety pack or line extension.

## THE SWEETRIGHT™ EDGE STEVIA:

- Developed using a new approach in stevia extraction and purification that maximizes the best-tasting glycosides and minimizes those with undesirable bitterness or licorice off notes
- Offers one-to-one replacement of other stevia products, with no need for masking, taste modification or bitterness blocking
- Allows you to achieve irresistible sweetness while removing even more sugar—without the need for added modifiers or blockers

## The Result

A crisply refreshing clementine hard seltzer with 0g added sugars per serving, a mere 100 calories, just-the-right 5% ABV—and the perfect amount of zing.

# A Label that Stands Out and Stands Up

Consumers give beverages the most label scrutiny of any category<sup>1</sup>, paying close attention to the calorie and sugar content. With 0g added sugars—and naturally derived flavor—this bubbly refreshment rises to the occasion in a great-tasting RTD format.

<b>Nutrition Facts</b>	
<b>Serving size</b>	1 can (12 oz) (354g)
<b>Amount Per Serving</b>	
<b>Calories</b>	<b>100</b>
<small>% Daily Value*</small>	
<b>Total Fat</b> 0g	<b>0%</b>
Saturated Fat 0g	<b>0%</b>
Trans Fat 0g	
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 0mg	<b>0%</b>
<b>Total Carbohydrate</b> 0g	<b>0%</b>
Dietary Fiber 0g	<b>0%</b>
Total Sugars 0g	
Includes 0g Added Sugars	<b>0%</b>
<b>Protein</b> 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, ALCOHOL, NATURAL FLAVORS, CITRIC ACID, STEVIA LEAF EXTRACT.

## CONCEPT HIGHLIGHTS

Per serving (1 can, 12 fl. oz)

- 0g Added Sugars
- 100 calories
- 5% Alcohol by Volume (ABV)
- Natural Flavors

## KEY SUGAR REDUCTION INGREDIENTS:

- SweetRight™ Edge Stevia



## READY TO SOLVE YOUR CHALLENGES?

ADM | 800-257-5743 | [sweeteners@adm.com](mailto:sweeteners@adm.com)

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