



SweetRight™ SUGAR REDUCTION

Challenge: Solved

A SWEET SUCCESS CASE STUDY





A classic: creamy and dreamy frozen vanilla dessert—with 0g added sugars

Frozen Dessert Without a Lick of Added Sugars

Vanilla beans and fresh cream create the blank canvas for nostalgic frozen treats consumers crave. Whether the base for a hot fudge sundae with all the toppings, a fruity shake, or just enjoyed on its own, traditional vanilla frozen dessert often has a high sugar count, even among popular better-for-you brands. That's why we created a delicious version with no added sugars and a bonus: 8 grams of fiber per serving.



Consumers value sugar reduction 56% more when seeking indulgent foods and beverages.¹



74% look at the amount of sugar on nutrition facts panel.²



58% say that sugar reduction is more important when they are seeking functional snacks with high protein.¹

¹ Outside VoiceSM Consumers & Sugar Reduction, Aug. 2020

² Outside VoiceSM Fiber Consumer Study, 2019



Frozen dessert without the guilt seemed impossible, but now there's 0g added sugars per serving, less than 1g added sugars for a whole pint—and a boost of nutrition with dietary fiber and protein.



CHALLENGE

Creating a frozen dessert that's not loaded with added sugars—and stays creamy—is a real challenge. Our goal was to give this frozen dessert the 'guilt-free' green light.

SOLUTION

We achieved up to 50 percent total sugar reduction from other market products, along with 0g added sugars, using our SweetRight™ Edge stevia and SweetRight™ allulose. But...we didn't stop there. Our holistic approach combined sweeteners plus enabling ingredients, like Fibersol®, a prebiotic fiber. Altogether, each ingredient plays a part in accomplishing superior sugar solutions, replacing sweetness while supplying an added boost of nutrition— all without sacrificing taste or creaminess.

The Result

A deliciously sweet take on traditional vanilla frozen dessert—with better-for-you nutritionals—that still delivers the indulgent taste and creaminess consumers expect.

A Label that Stands Out and Stands Up

Consumers crave permissible indulgences with less sugars on the label. So with 0g added sugars, more than 28% of the daily value dietary fiber per serving, and 20g protein per pint, the label landscape of this vanilla frozen dessert satisfies more than a sweet tooth.

Nutrition Facts			
Serving size		2/3 cup (85g)	1 pint (255g)
Calories	Per serving	110	Per container
			330
	% DV*		% DV*
Total Fat	5g	6%	15g 38%
Saturated Fat	3g	15%	9g 90%
Trans Fat	0g		0g
Cholesterol	15mg	6%	50mg 33%
Sodium	65mg	3%	190mg 17%
Total Carbs.	18g	7%	55g 40%
Dietary Fiber	8g	27%	23g 164%
Total Sugars	5g		16g
Incl. Added Sugars	0g	0%	less than 1g 1%
Protein	7g		20g 80%
Vitamin D	0mcg	0%	0mcg 2%
Calcium	170mg	15%	520mg 40%
Iron	0mcg	0%	0mcg 0%
Potassium	0mcg	0%	115mcg 2%

*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.

INGREDIENTS: FILTERED WATER, CREAM, ADM FIBERSOL[®]-2 (SOLUBLE CORN FIBER), ADM ALLULOSE, MILK PROTEIN CONCENTRATE, NONFAT DRY MILK, SWEET DAIRY WHEY, ADM STABILIZER BLEND (SOY LECITHIN, GUAR GUM AND XANTHAN GUM), ADM VANILLA EXTRACT, ADM STEVIA LEAF EXTRACT.

POTENTIAL FRONT OF PACK LABEL CLAIMS:

- 0 Added Sugars per serving
- <1g Added Sugars per pint
- 8g Excellent Source of Dietary Fiber*
- 20g Protein per pint

*Contains 5g total fat per serving. See Nutrition Facts for total fat information.

KEY SUGAR REDUCTION INGREDIENTS:

- SweetRight[™] Edge stevia
- SweetRight[™] allulose
- Fibersol[®]

Made with premium vanilla extract



READY TO SOLVE YOUR CHALLENGES?

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