



SweetRight™ SUGAR REDUCTION

Challenge: Solved

A SWEET SUCCESS CASE STUDY





An unbelievably delicious sweet and salty caramel peanut nougat—with less added sugars

Captivating Sugar Reduced Salted Caramel Peanut Nougat

Consumers want to enjoy occasional treats they can feel good about, and better-for-you attributes like a clean label and less added sugars are a benefit. Topped with a layer of caramel and a sprinkle of sea salt, this whipped peanut nougat hits all the sweet spots, courtesy of clean label allulose and organic rice syrups. It's hard to believe this tasty treat is a reduced sugar confection!



Consumers seeking clean label candy are 64% more driven to value sugar reduction.¹



Consumers have shifted from calorie counts to focusing on calorie 'quality' with natural and transparent sourcing.

¹Outside VoiceSM Consumers & Sugar Reduction, Aug. 2020





Consumer Trend:

Contemporary Wellness

Consumer Need State:

Permissible Indulgence—comfort treats with less guilt, for a balanced lifestyle



CHALLENGE

Reducing sugar in confectionery applications requires extra attention to detail. Of course, sweetness and great taste are paramount, but it is also important to replace the bulking aspects that sugar brings, for proper mouthfeel and consistency.

SOLUTION

Specialty and clean label syrups were a natural way to successfully solve the challenges of sugar reduction in this satisfyingly sweet and chewy nougat. We used our technical ingenuity to pair our SweetRight™ liquid allulose and organic brown rice syrups—to bring back the sweetness, but also to deliver all the functionality needed for a delicious nougat. Both syrups bring a clean label-friendly bonus and have among the highest positive consumer perception of sweeteners.¹

The Result

A reduced sugar, creamy, sweet and salty taste sensation indulges today's salted caramel craze with label-friendly sweetness.

A Label that Stands Out and Stands Up

Consumers consider taste #1, especially when it comes to confections, but they also watch calorie and sugar content. When they're keeping an eye on added sugars, a clean label has added importance.

With allulose—a rare sugar found in certain fruits and maple syrup—and organic rice syrup, this nougat's label has consumer appeal.

Nutrition Facts	
Serving size	2 pieces (30g)
Amount Per Serving	
Calories	100
	% Daily Value*
Total Fat 3.5g	5%
Saturated Fat 1.5g	7%
Trans Fat 0g	
Cholesterol Less than 5mg	2%
Sodium 115mg	5%
Total Carbohydrate 19g	7%
Dietary Fiber 0g	1%
Total Sugars 13g	
Includes 12g Added Sugars	24%
Protein 1g	
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: ALLULOSE SYRUP, SUGAR, BROWN SUGAR (SUGAR, MOLASSES), SWEETENED CONDENSED MILK (MILK, SUGAR), PEANUT BUTTER [PEANUTS, SUGAR, CONTAINS 2% OR LESS OF MOLASSES, FULLY HYDROGENATED VEGETABLE OILS (RAPESEED & SOYBEAN), MONO & DIGLYCERIDES, SALT], WATER, PEANUTS, BUTTER (CREAM, NATURAL FLAVORS), PASTEURIZED EGG WHITES, ORGANIC CLARIFIED RICE SYRUP, SALT, PEANUT EXTRACT (PEANUT OIL), VANILLA BEAN EXTRACT.

ALLERGENS: EGG, PEANUTS, MILK

READY TO SOLVE YOUR CHALLENGES?

ADM | 800-257-5743 | sweeteners@adm.com

ARCHER DANIELS MIDLAND COMPANY DISCLAIMS ANY AND ALL WARRANTIES, WHETHER EXPRESS OR IMPLIED, AND SPECIFICALLY DISCLAIMS THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, AND NON-INFRINGEMENT. OUR RESPONSIBILITY FOR ANY CLAIM IS LIMITED TO THE PURCHASE PRICE OF MATERIAL PURCHASED FROM US. CUSTOMERS ARE RESPONSIBLE FOR OBTAINING ANY LICENSES OR OTHER RIGHTS THAT MAY BE NECESSARY TO MAKE, USE, OR SELL PRODUCTS CONTAINING OUR INGREDIENTS. ANY CLAIMS MADE BY CUSTOMERS REGARDING INGREDIENT TRAITS MUST BE BASED ON THE SCIENTIFIC STANDARD AND REGULATORY/LEGISLATIVE REQUIREMENTS OF THE COUNTRY IN WHICH THE FINAL PRODUCTS ARE OFFERED FOR SALE.

POTENTIAL FRONT OF PACK LABEL CLAIMS:

- 25% Sugar Reduction
- 100 Calories per 30g Serving
- No Sugar Alcohols

KEY SUGAR REDUCTION INGREDIENTS:

- SweetRight™ Allulose
- SweetRight™ Organic Brown Rice Syrup



©2020 Archer Daniels Midland Company



800-257-5743 | sweeteners@adm.com | adm.com/yoursweeteners