



SweetRight™ SUGAR REDUCTION

# Challenge: Solved

A SWEET SUCCESS CASE STUDY





BBQ sauce that delights the tastebuds without the hidden sugars

## Sweet 'n Smoky Sugar-Free BBQ Sauce

With its rich, smoky and sweet flavor and slow-simmered taste, Hickory Smoked BBQ sauce has a complex character that brings the senses to life. It may be the perfect finish to favorite dishes, but consumers are well aware that BBQ and other culinary sauces often come with hidden sugars. This zero-sugar version brings all the smoky sweetness without the added calories, thanks to proprietary sugar reduction technology.



61% of consumers say sugar reduction is important in sauces, syrups and dressings<sup>1</sup>



When evaluating new sauces, syrups and dressings, 51% say they review added sugars per serving<sup>1</sup>



43% say the type of sweetener is important when choosing a new culinary sauce or meat sauce<sup>1</sup>

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





**A full-bodied, finger-licking good BBQ sauce that delights consumers—with 0g added sugars and just 15 calories per serving—an 80% calorie reduction.**

## CHALLENGE

Creating a Hickory Smoked BBQ sauce without all the sugars generates a long list of challenges, since the molasses and sugar traditionally used provide the functional benefits—moisture, mouthfeel, viscosity, and all-important rich mahogany color—in addition to sweetness.

## SOLUTION

We pulled out all the stops to develop this better-for-you BBQ sauce without all the hidden sugars. Our SweetRight™ Edge stevia and erythritol solution works to replace the sweetness, rebalance the flavors, and build back the functionality that is lost when removing sugar. Then, we reached into our full ADM pantry to provide the proper cling and color—which are also affected by reduced sucrose—for a deliciously sweet and tangy sauce, with the richness of natural hickory-smoked flavor.

## The Result

A full-bodied smoked hickory BBQ sauce with vibrant mahogany color and rich, deep flavor—with zero added sugars and just 15 calories per serving.

# A Label that Stands Out and Stands Up

Culinary sauces and dressings are one of the top 3 categories carrying the most weight—and label scrutiny—with consumers, regarding sugar reduction.<sup>1</sup> With zero sugars and a mere 15 calories per serving, this BBQ sauce comes out on top compared to traditional BBQ sauce's 16g added sugars and 70 calories per serving.

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

<b>Nutrition Facts</b>	
<b>Serving size</b>	<b>2 Tbsp (30g)</b>
<b>Amount Per Serving</b>	
<b>Calories</b>	<b>15</b>
<b>% Daily Value*</b>	
<b>Total Fat</b> 1g	<b>1%</b>
Saturated Fat 0g	<b>1%</b>
Trans Fat 0g	
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 390mg	<b>17%</b>
<b>Total Carbohydrate</b> 6g	<b>2%</b>
Dietary Fiber 0g	<b>2%</b>
Total Sugars Less than 1g	
Includes 0g Added Sugars	<b>0%</b>
Sugar Alcohol 4g	
<b>Protein</b> 0g	
Vitamin D 0mcg	0%
Calcium 0mg	0%
Iron 0mg	0%
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.

**INGREDIENTS:** FILTERED WATER, TOMATO PASTE, ADM ERYTHRITOL, VINEGAR, SALT, ADM SOYBEAN OIL, ADM MODIFIED TAPIOCA STARCH, PAPRIKA, ONION, CARAMEL COLOR, ADM XANTHAN GUM, CUMIN, GARLIC POWDER, CAYENNE PEPPER, ADM NATURAL FLAVOR, ADM STEVIA LEAF EXTRACT.

## POTENTIAL FRONT OF PACK LABEL CLAIMS:

- 0g added sugars
- Non-GMO
- Natural flavor

## KEY SUGAR REDUCTION INGREDIENTS:

- SweetRight™ Edge Stevia
- SweetRight™ Erythritol



## READY TO SOLVE YOUR CHALLENGES?

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