



SweetRight™ SUGAR REDUCTION

Challenge: Solved

A SWEET SUCCESS CASE STUDY





A decadent dark chocolate bar with half the sugar and a kiss of natural peppermint

Mint Condition Dark Chocolate Bar

Consumers' cravings for sweet treats are here to stay. Perhaps nothing says indulgence quite like rich, silky smooth dark chocolate. But what about the sugar and the calories it brings? With half the added sugars, this decadent dark chocolate bar answers the challenge of maintaining the indulgence factor with half the guilt.



57% of chocolate eaters agree that chocolate with natural ingredients is healthier¹



Consumers seeking clean label chocolates are 64% more driven to value sugar reduction²



59% of chocolate candy buyers say that the type of sweetener used is important²

¹ Mintel, The Future of Chocolate, Sugar/Gum Confectionery, 2020

² Outside VoiceSM Consumers & Sugar Reduction, Aug. 2020





Reducing Sugars in Chocolate

Especially when it comes to texture and mouthfeel, reducing sugars in chocolate products can be especially challenging.

- For smooth and creamy texture, it's important to utilize solids that can be <30 microns when refined.
- In order to get the snap and shine of traditional dark chocolate, building back the solids lost in reduced sugar formulations is key for an equivalent tempering process.

CHALLENGE

Chocolate is a category with high taste expectations to uphold, especially when it's served up straight—without any inclusions or filling. Our challenge was to deliver delicious sweetness and rich mouthfeel without the full calorie hit, for a better-for-you indulgence consumers crave.

SOLUTION

We used a dynamic duo, our SweetRight™ Edge stevia combined with our SweetRight™ erythritol, to reduce this dark chocolate bar's sugar content by 50%. Together, the combination creates a premium experience. Our proprietary stevia leaf extract replaces the sweetness from the reduced sucrose without any bitterness, and erythritol provides the missing solids and functionality.

The Result

Consumers won't know what's missing when they bite into this sweetly sophisticated, full-flavored indulgence made with sustainable mint.

A Label that Stands Out and Stands Up

Consumers want to have their chocolate and eat it too...without all the sugar and extra calories. They also love seeing clean labels and natural ingredients. With 50% reduced sugar, clean-label sweetness and naturally derived peppermint flavor, this dark chocolate's label really shines.

Nutrition Facts	
Serving size	6 pieces (30g)
Amount Per Serving	
Calories	130
% Daily Value*	
Total Fat 11g	14%
Saturated Fat 7g	34%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 17g	6%
Dietary Fiber 0g	0%
Total Sugars 8g	
Includes 8g Added Sugars	16%
Sugars Alcohol 6g	
Protein 1g	
Vitamin D 0mcg	2%
Calcium 0mg	0%
Iron 3.1mg	15%
Potassium 115mg	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: DARK CHOCOLATE (UNSWEETENED CHOCOLATE, SUGAR, COCOA BUTTER), ERYTHRITOL, COCOA BUTTER. CONTAINS 2% OR LESS OF EACH OF THE FOLLOWING: SOY LECITHIN, NATURAL FLAVOR, NATURAL VITAMIN E (MIXED TOCOPHEROLS, SOYBEAN OIL), NATURAL PEPPERMINT OIL, STEVIA LEAF EXTRACT.

Based on a 2000 calorie diet, added sugars should be less than 50 grams a day. With only 8g added sugars, this mint condition dark chocolate bar delivers on permissible indulgence.

KEY SUGAR REDUCTION INGREDIENTS:

- SweetRight™ Edge Stevia
- SweetRight™ Erythritol



READY TO SOLVE YOUR CHALLENGES?

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