



**SUGAR REDUCTION:**

Complete solutions.  
Sweet results.

# From development to market, Cargill can help you reach your sugar reduction goals.

After an increase in added sugar consumption, consumers are now tempering their love for sugary foods in response to global recommendations to limit calories from added sugars.<sup>1</sup> In fact, a recent study found that 52% of respondents said they were trying to limit or avoid sugars in general.<sup>2</sup>

This significant shift is further influenced by a variety of factors:

- **Lifestyle trends** focused on healthier lifestyles and “cleaner” eating
- **Media and healthcare messaging** linking excessive sugar consumption to obesity and health concerns
- **Regulatory mandates**, including the upcoming Nutrition Facts label changes, dietary guidelines and local sugar taxes

As a global innovator in sugar-reduction solutions, Cargill can help you successfully meet growing demand and stay ahead of labeling requirements.

## Increased Label Claims 2011-2015<sup>3</sup>



## Full ingredient portfolio, top-notch technical expertise

Cargill food scientists invested more than 150,000 hours studying the stevia leaf to develop sweeteners with the optimal balance of sweetness and taste. Our deep stevia knowledge, together with a comprehensive portfolio of specialty ingredients and texturizing solutions, offers a central resource for product innovation and reformulation.

Cargill technical experts will work with you to understand your needs and goals, then tailor a solution that delivers on all fronts: sugar reduction, taste, sensory, labeling and beyond.

### Sweeteners & Specialty Carbohydrates

- **ViaTech® Stevia Sweeteners:** High-performance ingredients that help food and beverage manufacturers achieve optimal taste and sweetness at higher usage levels.
- **Zerose Erythritol:** A natural\*, zero-calorie bulk sweetener that looks and tastes like sugar.
- **Oliggo-Fiber® Chicory Root Fiber:** A naturally sourced\* fructan extracted from chicory root that offers many functional and health benefits.

### Texturizing Solutions

- **Hydrocolloids:** A broad portfolio of hydrocolloids, including pectin and xanthan gum, offers consistent quality.
- **Starches:** A diverse selection of starches to meet formulation needs, including label-friendly, modified and native starches.
- **Lecithin:** A full line of lecithin emulsifiers, including canola, soy and sunflower, fluid, deoiled and more for a variety of applications.
- **Custom Texturizing Systems:** Delivers customized ingredient solutions to meet formulation challenges and/or replace ingredients.

### Complementary Ingredients

- **Proteins:** High-quality ingredients, including soy, wheat and pea, offer consistent performance.
- **Reduced-Sugar Corn Syrup:** Versyra™ reduced-sugar corn syrup has a clean flavor profile and optimal viscosity to replace higher DE products.
- **Corn Syrup Solids:** Nutritive carbohydrates enhance moisture retention and control crystallization.
- **Whole-Grain Corn Flour:** Can replace or blend with existing ingredients to deliver 100% whole-grain nutrition.

# Great tasting sugar reduction

*Sugar reduction based on  
comparable full sugar products*



## Ginger Beer

Featuring *ViaTech®* stevia  
sweetener & *Zerose®* erythritol

↓ **80%**  
**Sugar Reduction**  
*7g sugar per 12oz serving*



## Zero-calorie Cola

Featuring *EverSweet™*  
next generation sweetener

↓ **100%**  
**Sugar Reduction**  
*0g sugar per 12oz serving*



## Vegan Hazelnut Spread

Featuring *Oliggo-Fiber®*  
chicory root fiber

↓ **67%**  
**Sugar Reduction**  
*7g sugar per 2 TBS serving*



## Fruity Frosted Cereal

Featuring *ViaTech®* stevia  
sweetener & *Zerose®* erythritol

↓ **50%**  
**Sugar Reduction**  
*7g sugar per 1½ cup serving*



## White Frosted Cupcake

Featuring *ViaTech®* stevia  
sweetener, *Zerose®* erythritol &  
*Oliggo-Fiber®* chicory root fiber

↓ **52%**  
**Sugar Reduction**  
*16g sugar per 80g serving*



## Hard Candies

Featuring *Zerose®* erythritol &  
*Oliggo-Fiber®* chicory root fiber

↓ **100%**  
**Sugar Reduction**  
*0g sugar per 3 piece serving*



## Mango Gummies

Featuring *VerSyra®* reduced-  
sugar corn syrup

↓ **36%**  
**Sugar Reduction**  
*9g sugar per 23g serving*

Partner with Cargill to benefit from proven application expertise and a reliable global supply chain.

- **Great-tasting sugar reduction**
- **Broad and growing portfolio of sugar reduction solutions**
- **150 years of experience in supplying food ingredients**



Learn more and request samples:  
[www.cargill.com/sugarreduction](http://www.cargill.com/sugarreduction)

SOURCES:

<sup>1</sup> World Health Organization. Guideline: Sugars Intake for Adults and Children; World Health Organization: Geneva, Switzerland, 2015; pp. 1–49. Hess, J.; Latulippe, M.E.; Ayoob, K.; Slavin, J. The confusing world of dietary sugars: Definitions, intakes, food sources and international dietary recommendations. *Food Funct.* 2012, 3, 477–486.

<sup>2</sup> International Food Information Council (IFIC) 2016 Food & Health Survey.

<sup>3</sup> [www.foodnavigator-usa.com](http://www.foodnavigator-usa.com)

\* FDA has not defined natural. Contact Cargill for source and processing information. The labeling, substantiation and decision making of all claims for your products is your responsibility. We recommend you consult regulatory and legal advisors familiar with all applicable laws, rules and regulation prior to making labeling claims and decisions.

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