



STRIVING FOR MORE:

Today's discerning consumers are looking for more from their functional beverages

Consumers today often look to beverages to provide more than just refreshment. In response, the global functional beverage market is projected to grow 9.3 percent (CAGR) between 2017 and 2022.¹ Functional beverages with reduced sugar, improved flavor and added nutrition offer opportunities for beverage manufacturers.

Hard-working beverages wanted

Today's shoppers are demanding high-performing beverages. A 2016 study revealed that 57 percent of shoppers want consumer beverages with added protein and 61 percent are looking for beverages that are a good source of fiber. Sugar content is also on their mind. The data showed that 61 percent want their beverages to contain lowered or reduced sugar.²

Satisfying today's discerning consumer

Interest in 'clean' eating is booming. Studies show 66 percent of Americans seek product claims which avoid ingredients they perceive to be negative.³ And globally, nearly 70 percent of shoppers say it is important that most of the ingredients in a product are something they recognize and would use at home.⁴

Stay ahead of consumer trends by thoughtfully formulating functional beverages using label-friendly ingredients from Cargill.

ViaTech® stevia sweeteners. The ViaTech® stevia portfolio has been designed to provide significant improvements in sweetness quality compared to traditional stevia leaf extracts, while providing more versatility in reformulation and delivering sugar reductions of up to 70 percent in a wide range of applications.

TREHA® trehalose. When used as a flavor modifier, TREHA® masks the astringency and bitterness of proteins, vitamins, minerals, high intensity sweeteners and other nutrients used in functional beverages. It is FEMA GRAS, and can also be used as a part of natural flavor systems, at a use level of up to 3.5 percent in beverages.

Oligo-Fiber® chicory root fiber. This versatile and label-friendly ingredient boosts fiber content and helps support sugar reduction goals without significantly affecting taste and texture.

Pectin. Label-friendly pectin optimizes the mouthfeel of fruit-based beverages and acts as a protein stabilizer in acidified dairy products.

Plant proteins. Label-friendly vegetable proteins help achieve consumer-friendly taste, mouthfeel, functionality and nutrition.

Custom Texturizing Solutions. This customized ingredient solution helps simplify formulas, manage risks and control costs.

¹ Mordor Intelligence. Global Functional Beverage Market- Growth, Trends and Forecasts (2017 - 2022)

² 2016 EcoFocus Trend Study, Base: 4,000 U.S. consumers ages 18 to 65 years

³ SHS FoodThink, Snacker Nation 2015

⁴ HealthFocus International Real Food Series: Recognizable Ingredients Report, 2017

The labeling, substantiation and decision making of all products claims is your responsibility. We recommend you consult regulatory and legal advisors familiar with all applicable laws, rules and regulations prior to making labeling and claims decisions.