



Pectin is the label-friendly catalyst for trendy beverages

The sky's the limit when it comes to pectin, according to Jaime Underwood, Cargill Senior Technical Services Manager and pectin expert. This label-friendly, plant-based ingredient provides a lot of functionality in today's popular beverages – from adding mouthfeel, to reducing sugar in fruit-based beverages, to stabilizing the protein in acidified protein drinks. Cargill's ongoing research on this versatile ingredient may also lead to new consumer-friendly applications.

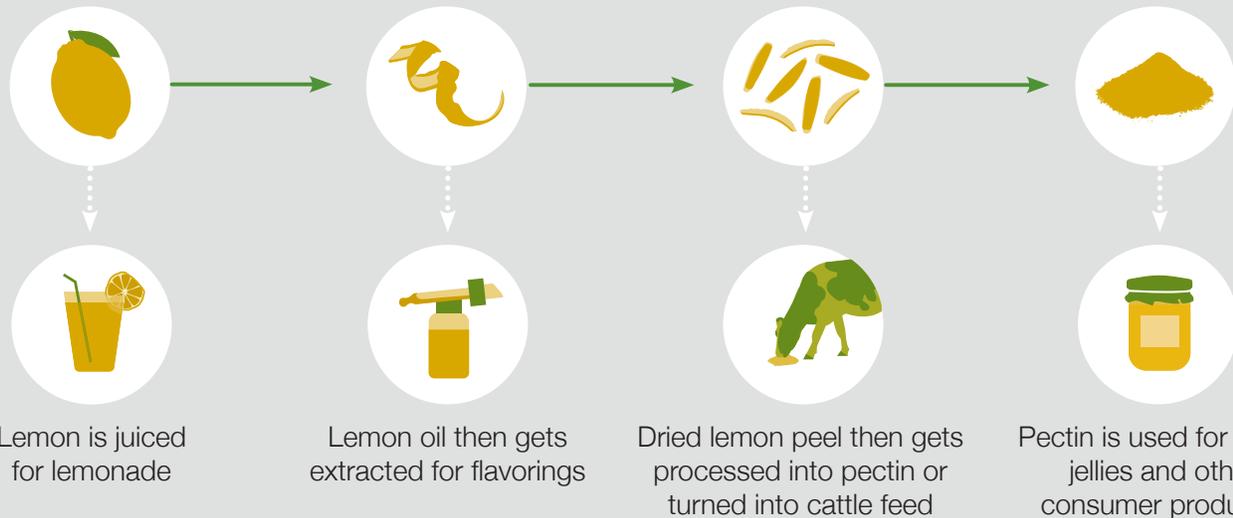
Family-friendly ingredient

"A lot of us grew up with our grandmothers making jams or canning," said Underwood. Pectin was generally combined with large quantities of sugar to make those homemade jams or jellies. Advancements in pectin have now made it possible to get similar thickening and gelling results with significantly less sugar.

Most pectin is derived from citrus peels or apple pomace, but this soluble polysaccharide can also be found in pears, berries and sugar beets. "It's a very relatable ingredient," said Underwood, who added that the pectin source can impact its functionality. Cargill experts like Underwood continue to study this versatile ingredient. "We're finding different sources for pectin, which are opening doors for new applications."

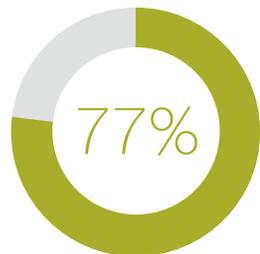
THE LIFE OF A LEMON

Most of the pectin used today is sourced from citrus peels and apple pomace, by-products of juice production.



Pectin: A partner in sugar reduction

According to the International Food Information Council Foundation's (IFIC) 2018 Food and Health Survey,



77% of consumers are looking to limit or avoid sugar in their diets.¹

Many look to beverages as an area to reduce sugar intake.¹

Pectin can help produce reduced-sugar beverages that taste similar to full-sugar varieties. "It adds back mouthfeel, so you can still have a decadent feeling on the tongue without adding extra calories," explained Underwood. Pectin can be used in fruit-based drinks and teas, as well as carbonated sodas.

Trendy low-pH beverages depend on pectin

Pectin makes today's drinkable yogurts, milk-juice blends and fermented beverages possible. Pectin stabilizes the protein in these drinks, prevents unappetizing curdling and adds mouthfeel. "Yogurt drinks are really on-trend right now," said Underwood. "They are a healthy, tasty, grab-and-go snack."

Sales of these acidified dairy beverages are booming. According to Mintel, yogurt drinks increased 62% between 2011 and 2016² and continue to climb.³ The global smoothie market is expected to grow 9% between 2017 and 2021, while the global kefir market⁴ has an anticipated 5.9% growth rate between 2017 and 2025.⁵



¹ International Food Information Council Foundation. "2018 Food and Health Survey."

² Mintel. "U.S. Yogurt Drinks Segment Increases 62% in 5 Years." <http://www.mintel.com/press-centre/food-and-drink/us-yogurt-drinks-segment-increases-62-in-5-years>

³ Mintel. "Yogurt and Yogurt Drinks – U.S. – August 2017." <http://academic.mintel.com/display/794013/#>

⁴ Technavio. "Global Smoothies Market Analysis – Size, Trends and Forecast 2017–2021." <https://www.technavio.com/report/global-smoothies-market>

⁵ Transparency Market Research. "Kefir Market – Global Industry Analysis, Size, Share, Growth, Trends and Forecast, 2017–2025." <https://www.transparencymarketresearch.com/kefir-market.html>