

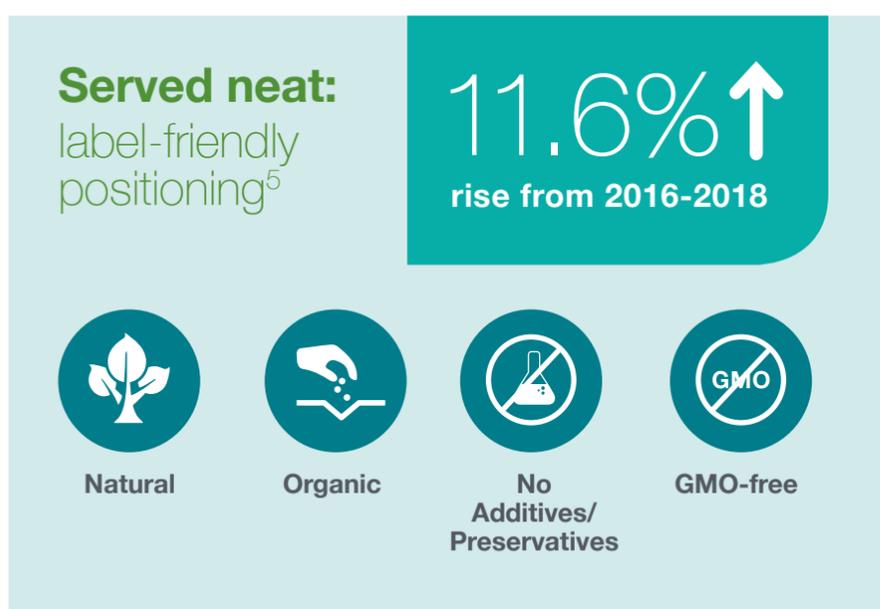
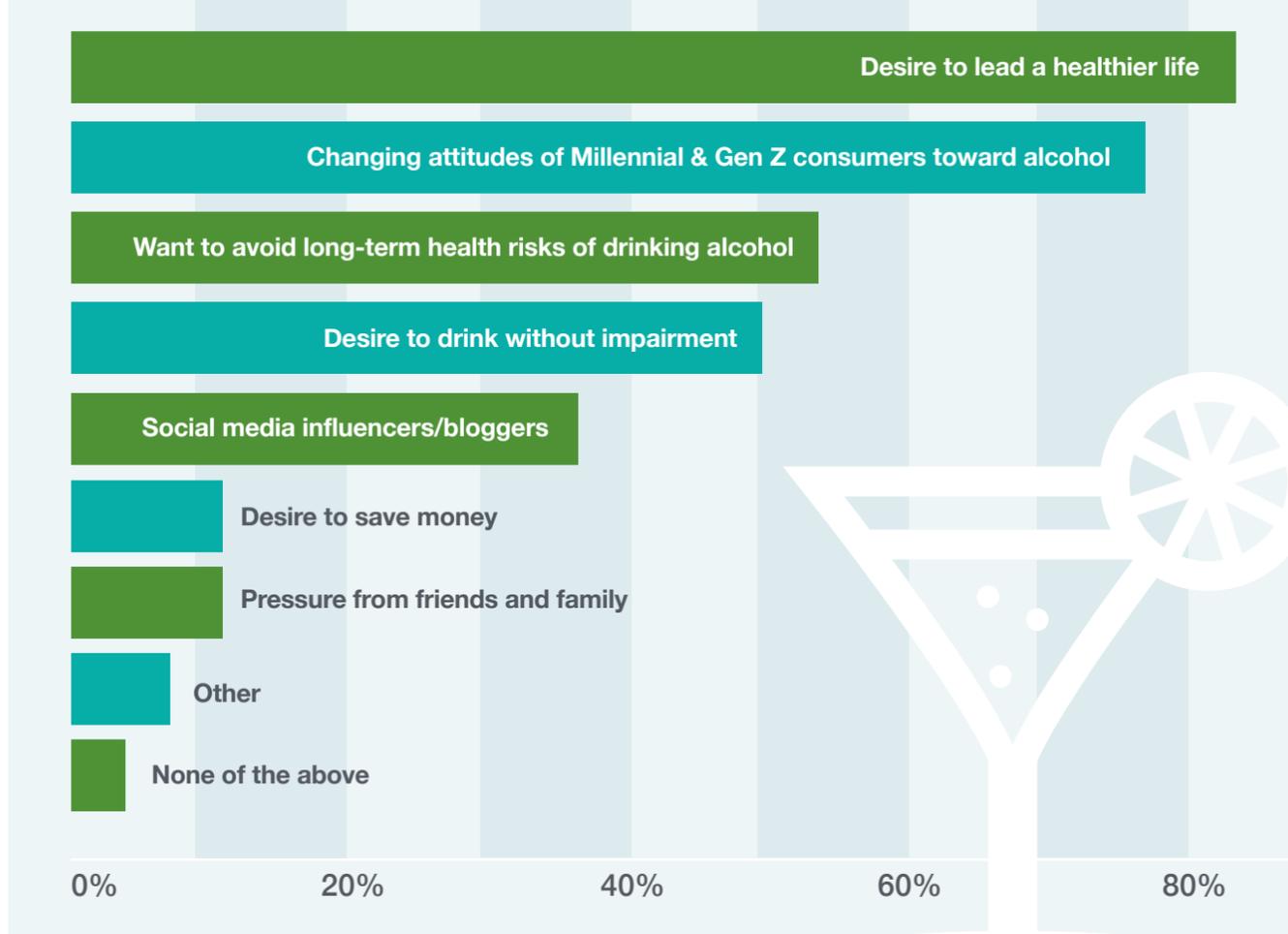
# Conscious Cocktails



The global alcoholic beverages market shows no signs of slowing down – though it's taken some surprising turns lately.



## MOTIVES FOR MODERATION<sup>4</sup>



Cargill offers unparalleled expertise in label-friendly and sugar reduction formulation.

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<sup>1</sup> Statistics Market Research, “Alcoholic Beverages Global Market Outlook 2017–2026.”  
<sup>2</sup> International Wines and Spirits Record, cited in Wall Street Journal, “As Americans Drink Less Alcohol, Makers Look Beyond the Barrel.” January 17, 2019.  
<sup>3</sup> Innova Market Insights. “Low-Sugar Alcoholic Beverages,” March 2019.  
<sup>4</sup> Euromonitor International. “Innovation and Disruption in Alcoholic Drinks: Raising a Glass to the New Consumer,” 2018.  
<sup>5</sup> Innova Market Insights. “Clean Label Alcoholic Beverages,” March 2019.  
<sup>6</sup> Information Resources, Inc., cited in “Hard Seltzers Fuel Growth Within Flavored Malt Beverage Market.” Bevindustry.com, March 2019.

**Claims:** 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 regulations prior to making labeling and claims decisions.