



# Getting sweet on fiber

**Label-friendly soluble corn fiber supports nutritional benefits, sugar reduction and calorie reduction**

## Consumers are a study in contradictions. They want to make healthy dietary choices, but are also drawn to indulgent foods.

They try to avoid sugar, but still crave sweet treats. They recognize fiber is a healthy nutrient, yet on average, just about 5% meet recommended dietary fiber intake guidelines.<sup>1</sup>



Cargill's new soluble corn fiber can help support positive dietary choices. It improves nutrient density in products, supports sugar reduction and dietary fiber content in spaces like bakery and dairy, while still delivering all the taste, convenience and health benefits that consumers need and expect.

"With half the calories of sugar and a minimum 80% fiber content on a dry basis, there's a lot to like about our soluble corn fiber," explains McKenna Mills, technical service representative for Cargill. "Here's a single ingredient that can help replace up to 30% of the sugar in a formula, while also helping to bridge America's fiber gap."

Dietary fiber is important to overall health, generally beneficial for digestive health, helps maintain healthy bones and may contribute to satiety.<sup>3</sup> According to the U.S. Dietary Guidelines and the U.S. Food and Drug Administration, few Americans meet the recommended Daily Value for dietary fiber intake of 28 grams. Adding soluble corn fiber to foods and beverages can help boost consumption of this under-consumed nutrient, and even enable "high in fiber" claims.

And this same ingredient supports sugar reduction – something Cargill's research affirms is a priority for many Americans. The company's most recent IngredientTracker™ survey found the two most commonly followed diets in 2021 were low-sugar and low-carb, noting that sugar remains the ingredient consumers are most eager to avoid.<sup>4</sup> Soluble corn fiber makes delivering on that demand a little bit easier. Soluble corn fiber has a lower glycemic response than a full-calorie carbohydrate, and can be used to displace added sugars.

"One of the biggest obstacles to sugar reduction is replacing missing volume," Mills explains. "While there are lots of bulking agents on the market, finding one that meets all of a product developer's needs can be a challenge." Some ingredients, like polydextrose, are unfamiliar names to consumers. Others come with taste or color constraints, limited functionality or low digestive tolerances.

Cargill's soluble corn fiber addresses each concern. The non-GMO ingredient labels simply as "soluble corn fiber," an easy-to-understand ingredient declaration. Soluble corn fiber is a well-tolerated source of soluble dietary fiber, without causing bloating and discomfort like some added fiber ingredients. It also aligns with other marketplace trends, supporting gluten-free and carb-conscious diets like keto.

At the same time, soluble corn fiber combines its label appeal with great formulation versatility. Available in both powder and liquid forms, the bulking agent is highly soluble, with minimal impact on color, taste or texture, delivering consistent performance and mouthfeel across a wide range of applications. In bakery, it is well-suited for reduced-sugar muffins, cakes, cookies, snack bars and cereals. It also supports sugar reduction and fiber enrichment in applications like dairy, fruit preps, confectionery and powdered beverages.

Then there's the digestive tolerance question, a key consideration for all fibers. Cargill's soluble corn fiber offers advantages on this front as well, including better digestive tolerance than many commonly used bulking agents, such as chicory root fiber. This difference means soluble corn fiber can be used at much higher inclusion levels, giving product developers more flexibility in their formulations.

Still, says Mills, minor formula adjustments are often required when brands swap sugar for fiber. Depending on how much sugar is removed, developers may need to add stevia or a polyol like erythritol to compensate for missing sweetness – or make tweaks to water inclusion levels to address differences in absorption rates.

"The good news is, we've done the work and are ready to help guide customers through the nuances of formulation," Mills reports.

Health-conscious consumers will continue to expect more from their food and beverage purchases. Cargill's soluble corn fiber makes it possible to live up to those expectations, combining label appeal with sugar reduction and fiber fortification – a trifecta of benefits packed into a single ingredient.

See how soluble corn fiber can elevate your product's label profile at [cargill.com](https://www.cargill.com).



#### References

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- <sup>2</sup> U.S. Department of Agriculture. Dietary Guidelines for Americans, 2020–2025. [https://www.dietaryguidelines.gov/sites/default/files/2020-12/Dietary\\_Guidelines\\_for\\_Americans\\_2020-2025.pdf](https://www.dietaryguidelines.gov/sites/default/files/2020-12/Dietary_Guidelines_for_Americans_2020-2025.pdf)
- <sup>3</sup> "Fiber: The Carb that Helps you Manage Diabetes," Centers for Disease Control and Prevention (CDC). June 20, 2022. <https://www.cdc.gov/diabetes/library/features/role-of-fiber.html>
- <sup>4</sup> Cargill proprietary IngredienTracker consumer research. 2022.