

Anticipate. Innovate. Outperform.

In the rapidly evolving market for active nutrition powders, every point of differentiation is an opportunity to accelerate your advantage. Here are just a few of our industry-leading, science-backed ingredients – ready to deliver on your goals for functionality, flavor, nutrition and smoother blending.

INSIGHT:
Sweetener claims demonstrate high purchase impact¹

SOLUTION:
EverSweet® stevia sweetener + ClearFlo™ natural flavor

-  **DEEPER**
sugar reduction
-  **CLEANER**
sweetness
-  **BETTER**
solubility

INSIGHT:
67% of consumers say they're willing to pay a premium for products with a "good source of protein" claim²

SOLUTION:
PURIS® pea protein

-  **80%**
minimum protein
- 100%**
traceable, non-GMO*
-   
- Versatile functionality in bars, beverages & more**

INSIGHT:
Consumers who recognize fiber health benefits are 14x more likely to consider fiber content on products³

SOLUTION:
Cargill soluble corn fiber

-  **70%**
minimum dietary fiber
-  **<2 kcal/g; half the calories of sugar**
- Minimal impact on color/texture**

INSIGHT:
Consumer perception of a label with soluble rice flour was positive: +12%, vs. -34% for maltodextrin⁴

SOLUTION:
SimPure® soluble rice flour

- 1:1**
substitution for 10DE maltodextrin
-   
- Comparable taste, texture, functionality**
-  **Positively perceived, validated through research**

INSIGHT:
Milk chocolate is the dominant flavor, formulated in 8% of sports powders⁵

SOLUTION:
Gerken's® Sweety cocoa powders

- 15-30%**  **sugar reduction possible**
- 2** **Two indulgent taste profiles: Gerken's Revelry™ & Gerken's Bliss™**

INSIGHT:
When defining a "healthy" food, 19% of consumers say "organic;" 16% say "non-GMO"⁶

SOLUTION:
EmulPur™ sunflower lecithin

-  **NON-GMO Project Verified**
-  **BLENDS evenly, smooths texture**
-  **ALLOWED in organic products**

Partner with Cargill to accelerate product innovation.
Learn more at [cargill.com](https://www.cargill.com).

* There is no single definition of "non-GMO" in the USA. Contact Cargill for source and processing information. EverSweet® is a product of Avansya, a joint venture of Cargill and dsm-firmenich.

SOURCES:

- ¹ Cargill ClaimTracker™ proprietary research, 2024.
- ² Ibid.
- ³ Gustafson CR, Rose DJ. "US Consumer Identification of the Health Benefits of Dietary Fiber and Consideration of Fiber When Making Food Choices." *Nutrients*. 2022 Jun 3;14(11):2341.
- ⁴ Cargill consumer research.
- ⁵ Innova Category Review. "What's Trending in Sports Powders in U.S. and Canada." December 2023.
- ⁶ IFIC. 2024 Food & Health Survey.

