

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




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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.

* 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.

