

Thirsting for function



Protein. Nutrition. Hydration. Immune support. The list of benefits consumers seek from today’s functional beverages is ever-expanding. With a full portfolio of industry-leading, science-backed ingredients – and the formulation expertise to make them taste great – Cargill can help you deliver.

INSIGHT:
Sweetener claims demonstrate high purchase impact¹

SOLUTION:
EverSweet® stevia sweetener + ClearFlo™ natural flavor

DEEPER
sugar reduction

CLEANER
sweetness

BETTER
solubility

INSIGHT:
A “zero sugar” claim has high purchase impact for the general population²

SOLUTION:
Zerose® erythritol

ZERO
sugar or calories

ENHANCES
body & mouthfeel

HIGH
digestive tolerance relative to other polyols

INSIGHT:
“Good source of protein” is the #1 claim sought in Active Nutrition beverages³

SOLUTION:
PURIS® pea protein

80%

minimum protein for a nutritional boost

100%
traceable, non-GMO*

Smooth,
non-gritty texture

INSIGHT:
6.3% projected CAGR for pectin through 2034, driven by interest in plant-based eating⁴

SOLUTION:
UniPECTINE® pectin

Label-friendly
texture for sugar reduction

Adds stability
to protein-based & acidic beverages

Upcycled origins
from citrus fruit

INSIGHT:
Electrolytes have a 62% positive influence on purchase⁵

SOLUTION:
Sea salt, Pink Himalayan salt

Premium
consumer perception

Traditionally
harvested sea salt

100% natural
unrefined Pink Himalayan salt

INSIGHT:
“Made with real chocolate” claims have high purchase impact in active nutrition beverages⁶

SOLUTION:
Cargill cocoa powders

Up to 15–30% sugar reduction possible with Gerkens® Sweetly cocoa powders

Specialty powders designed to enhance dairy alternatives

Full portfolio of high-quality cocoa powders

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 Cargill ClaimTracker–Health & Nutrition Beverages, 2024.
³ Cargill ClaimTracker proprietary research, 2024.
⁴ Future Market Insights. “Pectin Market, 2024–2034.”
⁵ Ibid, Cargill ClaimTracker.
⁶ Ibid.

