



# Shoppers demand reduced-sugar snacks

# Products with reduced-sugar claims are driving growth in the snack industry.

According to Nielsen, products with no/reduced-sugar claims had an 11.3 percent increase in sales for each of the last five years.<sup>1</sup> In comparison, the average snack product experienced just a 1.2 percent increase.<sup>1</sup>

## Sugar on the mind

This echoes the consumer sentiment about sugar. In fact, 76% of consumers state they are seeking to avoid sugar in their diets.<sup>2</sup>

Manufacturers have discovered that reducing a product's sugar content can be a challenge. Cargill provides a portfolio of ingredients and the technical expertise to help tackle this challenge.

## Spotlight on stevia

Stevia is an herb native to Latin America. The stevia leaf's sweet compounds, steviol glycosides, are 150 to 350 times sweeter than sugar. Stevia leaf extracts have proven to be a useful, heat-stable, zero-calorie ingredient for snacks, beverages, baked goods and dairy products.

Cargill's ViaTech® stevia sweeteners enable significant sugar reduction while delivering an excellent taste experience. ViaTech® stevia sweeteners can deliver up to a 50 percent sugar reduction in challenging applications.

## Erythritol explained

Erythritol is a sugar alcohol that is naturally present in some fruits and vegetables. It is commercially produced via a fermentation process. Erythritol is useful in many reduced-sugar and sugar-free products, and can also mask the aftertaste of more intense sweeteners.

Zerose® erythritol is a natural,\* zero-calorie bulk sweetener that looks and tastes similar to sugar, making it ideal for food and beverage applications promoting sugar reduction. Zerose® erythritol is non-cariogenic and has the highest digestive tolerance as compared with other polyols. It is also available as Non-GMO Project Verified.\*\*

# 90%

of consumers state they choose snacks based on tastes they will enjoy.<sup>3</sup>

# 94%

of consumers admit to snacking at least once per day.<sup>4</sup>

# 94%

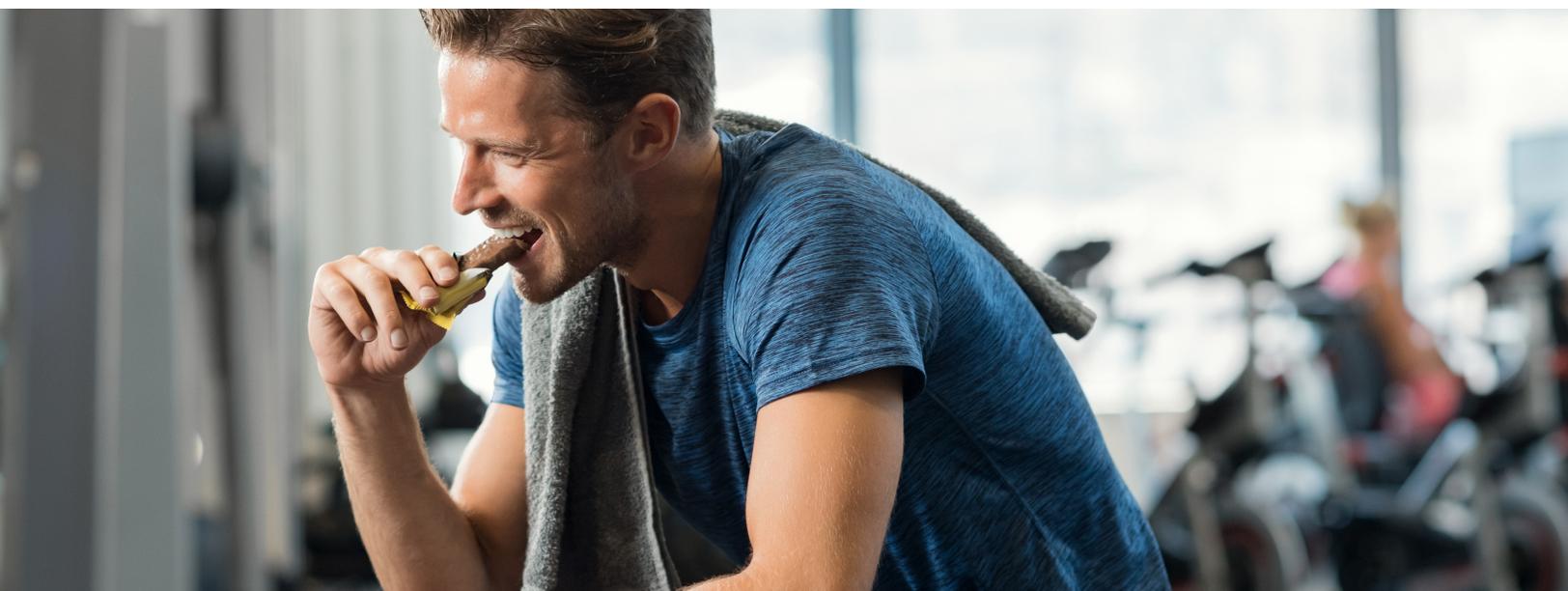
of UPCs in the snacks and bars category contain added sugars.<sup>5</sup> 34% of consumers state that sugar content influences their purchasing decisions in this category.<sup>5</sup>

## Functional Texture

Chicory root fiber acts as a bulking agent with added benefits when removing sugar from a formulation. General recommendations include replacing sugar 1:1 with chicory root fiber. Native and shorter-chain chicory root fiber ingredients will brown similar to sugar and also have a residual sweetness.

Oliggo-Fiber® chicory root fiber, known as the “invisible fiber,” can be incorporated into products without affecting taste or texture. Chicory root fiber (inulin) helps food and beverage manufacturers capitalize on key consumer trends, such as label-friendliness and sugar reduction. It is a prebiotic fiber ingredient that supports digestive health and enhances dietary calcium absorption.

Formulators may need to add several ingredients to deliver pleasing taste, texture and performance. Cargill experts, with their years of experience and applications experience, help formulators overcome these obstacles while helping to keep costs in check.



<sup>1</sup> Nielsen. “The Sweet Success of Snacking Across the Store.” October 2017

<sup>2</sup> International Food Information Council (IFIC) 2017 Food & Health Survey

<sup>3</sup> Information Resources, Inc. Snacking Survey. 2017

<sup>4</sup> Mintel. “Snacking Motivations and Attitudes,” 2015

<sup>5</sup> Nielsen. Clean Label Report. August 2017

\* FDA has not defined natural. Contact Cargill for source and processing information.

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, including decisions regarding natural claims.

\*\* Zerose® erythritol has always been and will continue to be an ingredient produced by fermentation. In order to enable Non-GMO Project Verification, carbohydrate feedstocks from conventionally-bred non-GMO crops were selected. Both Non-GMO Project Verified and standard erythritol are available.