

fiber

**sugar
reduction**

**Better-for-You Yogurt
Smoothie**



Fibersol[®]
Case Study



Better-for-You Yogurt Smoothie

Yummy, fruity yogurt smoothies may be a favorite snack, but they tend to be full of sugar. That's why we created this version—reducing the total sugars by 25% and adding 3 grams of dietary fiber—for a deliciously better-for-you strawberry-banana cereal flavored yogurt smoothie that's right on trend.



nearly
80%
of consumers
believe fiber is
important to
their diet*

30%
say better taste/
flavor would
motivate them
to add more
fiber*

74%
look at amount
of sugar on
nutrition facts
panel**

Sources: *ADM OutsideVoiceSM Fiber Consumer Study, 2019

**ADM Fiber Occasions, 2019

A Reduced Sugar Snack They'll Drink Up

Busy, on-the-go consumers crave deliciously better-for-you convenient snacks like this reduced sugar strawberry-banana cereal flavored smoothie. It hits all the sweet spots, from adding easy-to-take fiber right when they want it (in the morning) to staying sweet (while reducing sugar) at the same time—all with 5 grams of protein and real fruit.

What's one of the most common formulation challenges for beverage developers today? Reducing sugar in favorite beverages, without losing the appealing taste and sweetness that consumers already love—and expect. We did just that with a delicious strawberry-banana cereal flavored smoothie, to give it a little something more—and less. More in the way of a nutritional boost and less in the way of sugar, to please kids—and their moms.

CHALLENGE:

Reducing the sugar in a smoothie can result in inferior mouthfeel and potential bitterness. When it comes to maintaining sweetness, stevia can be a great tool to reduce sugar. But, when it's used alone, stevia can bring a bit of bitterness along with it. So, we solved the sugar reduction challenge by masking any potential bitterness from the stevia—and improving the smoothie's mouthfeel.

SOLUTION:

Our Fibersol®-2 dietary fiber was able to support the smoothie's sugar reduction holistically, with the ability to mask any stevia bitterness and improve the mouthfeel at the same time. Fibersol®-2 brought the sugar reduction and the fiber, for a great-tasting nutritional boost.

RESULT:

An all-around better-for-you and great tasting yogurt smoothie with the benefits of reduced sugar and calories and added dietary fiber.



HOW THE LABEL ADDS UP:

Consumers want to see less sugar on the label—and they have fiber on their mind. Based on a 2000 calorie diet, added sugar should be less than 50 grams a day and dietary fiber intake should be 25-30 grams a day. With just 150 calories, more than a 25% sugar reduction and the addition of 12% daily value dietary fiber, this new reduced sugar yogurt smoothie is just one example of how we can help you solve for common formulation challenges to help you take on the new label landscape.

BEFORE

Nutrition Facts	
1 servings per container	
Serving size	1 bottle (207ml)
Amount Per Serving	
Calories	170
% Daily Value*	
Total Fat 4.5g	7%
Saturated Fat 3g	15%
Trans Fatty Acids 0g	
Cholesterol 20mg	7%
Sodium 90mg	4%
Potassium 280mg	8%
Total Carbohydrates 28g	0%
Dietary Fiber 0g	0%
Total Sugars 24g	
Protein 5g	10%
Vitamin A	10%
Vitamin C	34%
Calcium	20%
Iron	0%
Vitamin D	25%

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

AFTER

Nutrition Facts	
1 servings per container	
Serving size	1 bottle (207ml)
Amount Per Serving	
Calories	150
% Daily Value*	
Total Fat 4g	6%
Saturated Fat 2.5g	13%
Trans Fatty Acids 0g	
Cholesterol 20mg	7%
Sodium 85mg	4%
Potassium 270mg	8%
Total Carbohydrates 25g	8%
Dietary Fiber 3g	12%
Total Sugars 19g	
Protein 5g	10%
Vitamin A	10%
Vitamin C	34%
Calcium	20%
Iron	0%
Vitamin D	25%

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

25%
sugar
reduction

12%
daily value
dietary
fiber

INGREDIENTS:

GRADE A PASTEURIZED CULTURED LOW FAT MILK, WATER, SUGAR, STRAWBERRY PUREE, BANANA PUREE, **FIBERSOL®-2 SOLUBLE CORN FIBER**, CORN STARCH-MODIFIED, NATURAL FLAVORS, PECTIN, WHEAT BRAN, WHEAT GERM, POTASSIUM SORBATE (TO PRESERVE FRESHNESS), STEVIA LEAF EXTRACT, CITRIC ACID, VITAMIN A PALMITATE, VITAMIN D3.

READY TO SOLVE YOUR CHALLENGES?

Let's get started! Contact us today.



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