

fiber

&
sugar
reduction

Kid's Birthday Cake Shake

Featuring 8g of Protein via ADM
ProFam® 580 Pea Protein Powder




Fibersol®
Case Study



Positive Nutrition with Fiber & Pea Protein

Now more than ever, parents are looking for kid's nutrition products that provide a balance between delicious and nutritious. These same consumers want clean, natural and whole foods that meet their label requirements, such as environmentally friendly and sustainably sourced. What are some of their label lookouts? Parents avoid products that contain unhealthy additives and added sweeteners, like syrups, searching for better-tasting food and beverage products with more positive nutrition benefits instead.

A close-up photograph of a young child with dark hair and eyes, wearing a blue and pink striped shirt, drinking from a clear glass filled with a white, milky beverage. The child's face is partially obscured by the glass.

**Parents prefer
that kids get
added nutrients
from foods and
beverages, rather
than pills and
supplements¹**

**Fiber is a
primary nutrient
of concern
for kids¹**

**Parents seek
foods that
provide a
healthy balance
and are
kid-friendly¹**

¹ ADM Outside VoiceSM Kids Nutrition Study, June 2021

Packed with Nutrition, Filled with Flavor

The Fibersol[®] lineup can be utilized in a broad variety of nutritious and wholesome food and beverage product formulations. Not only does this pea-based milk make for a great vegan beverage, but it also provides higher functionality and winning nutrition, for a treat-tastic touch.



A fun and flavorful addition to a morning bowl of cereal—or any time of the day—for a delicious yet nutritious source of fiber. With 3g of Fibersol® and 8g of plant protein per serving, our birthday cake flavored pea milk also contains B vitamins to help with focus and calcium, creating a tasty and vegan alternative to traditional dairy milk.

CHALLENGE:

Creating a delicious, vegan treat that delivers the desired flavor kids are seeking while also being rich in positive nutrition. While difficult to include high levels of protein and vitamins in a beverage without creating off-notes in flavor, Fibersol® helps round out and mask these flavors to provide the desired mouthfeel which is sometimes lost to sugar reduction. Reducing sugar and increasing the health benefits are key to winning consumers over in the plant-based category.

SOLUTION:

Developing products that offer fiber and other nutrients needed to support an overall healthier diet. This familiar and on-trend flavored beverage offers a remarkable 30% sugar reduction, great mouthfeel courtesy of Fibersol®, and 8g of plant-powered protein per serving.

RESULT:

A beverage that delivers a good source of fiber and reduced sugars—but with a flavor both children and adults will simply enjoy.



Find out more about how Fibersol® can help provide a nutritional advantage, promote digestive health, potentially increase satiety, and help replace functionality when reducing sugars.

HOW THE LABEL ADDS UP:

This birthday cake pea-based milk features 8g of plant protein per serving, with 3g of Fibersol®, and 30% less sugar. This all-in-one pea milk delivers a flavor kids love and the nutrition parents demand.

Nutrition Facts	
servings per container	
Serving size	8fl oz (243g)
Amount Per Serving	
Calories	130
% Daily Value*	
Total Fat 4.5g	6%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 135mg	6%
Total Carbohydrate 15g	5%
Dietary Fiber 3g	11%
Total Sugars 10g	
Includes 10g Added Sugars	20%
Protein 8g	
Vitamin D 0mcg	0%
Calcium 427mg	35%
Iron 2mg	10%
Potassium 78mg	2%
<small>*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.</small>	

Pack label claims:

- Vegan
- Good Source of Fiber*
- 8g Plant Protein
- 30% Reduced Sugar
- Contains Calcium & B Vitamins
- Free of the U.S. Big 8 Allergens

*Supported on products containing 3g fiber from Fibersol®

KEY NUTRITION INGREDIENTS:

Fibersol®

ADM ProFam® 580 Pea Protein Powder

Natural Flavors

3g
Fibersol® per
serving

30%
sugar reduction
(from 15g to
10g per serving)

ALLERGENS:

None Known

INGREDIENTS:

WATER, SUGAR, PRO-FAM® 580 PEA PROTEIN, SUNFLOWER OIL, NATURAL FLAVOR(S), FIBERSOL® (SOLUBLE CORN FIBER), TRICALCIUM PHOSPHATE, STABILIZER BLEND, SUNFLOWER LECITHIN, VITAMIN B12, RIBOFLAVIN (VITAMIN B2)

* Included to show availability of this technology. Please consult with an ADM specialist to determine your individual need.

READY TO SOLVE YOUR CHALLENGES?

Let's get started! Contact us today.

Fibersol®

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