



Challenge: Solved
A SWEET SUCCESS CASE STUDY





A trade-up snack bar with very little sugar and lots of appeal

Next-level Blueberry Nut Bar

When it comes to their snacks, consumers are trading up and setting a high bar. They demand less sugar, but that alone isn't enough—they want a positive nutritional spin such as added protein or dietary fiber. They also expect great taste and texture and want ingredients they recognize. We helped kick things up a notch to reach their demands in this reduced-sugar blueberry nut snack bar. With its nutritional boost of protein and fiber, creamy confectionery touches and visually appealing whole nuts and fruits, this bar demands to be noticed.



Dollar sales for breakfast/cereal/snack bars were **up 5.7 percent, 2018-2019¹**



Nearly **70% of consumers are very/somewhat concerned about added sugars and sweeteners** in the products they buy and consume most often²



86% of consumers say taste is their top purchase driver and 45% pay close attention to flavors and textures³

¹"Category Spotlight: Snack Bars", Progressive Grocer, 2019

²ADM OutsideVoiceSM Sweeteners Attitudes & Usage Study, 2017

³2019 Food and Health Report, IFIC Foundation



A trade-up snack bar with the real appeal of whole nut pistachios and cashews, reduced sugar blueberries and quinoa crisps—with only 5 grams of sugar per serving.



CHALLENGE

Reducing sugar in bars can make things hard, including the texture of the bar itself. What else can be hard? Finding a powerful sweetener solution and keeping ingredients such as whole nuts to stick together when it counts. So, we needed to multi-task when it came to solving this bar's sugar reduction challenges.

SOLUTION

For a snack bar that gives consumers a real taste of everything they want, including reduced sugar, it takes some Sweet SavvySM expertise and a vast portfolio of just the right ingredients to get the job done. We carefully selected SweetRightTM sucralose for our easy-to-use sweetener solution, our sorbitol and glycerin syrups to help maintain a soft and pliable texture. Fibersol[®] dietary fiber adds nutrition, as well as a great binding agent to keep the whole nuts and quinoa crisps to stick together, all the way through.

The Result

With low added sugar, a nutritional boost, and ingredients consumers recognize, this might just be the best snack, bar none.

A Label that Stands Out and Stands Up

Though consumers still want delicious and convenient sweet snacks, they want to reduce their sugar intake. With just 5 grams of total sugars and 4 grams added sugars per serving, this bar's label is spot-on when it comes to reduced sugar.

Nutrition Facts	
servings per container	
Serving size	1 Bar or 2 Squares (40g)
Amount Per Serving	
Calories	170
% Daily Value*	
Total Fat 10g	13%
Saturated Fat 3.5g	16%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 75mg	3%
Total Carbohydrate 21g	8%
Dietary Fiber 8g	28%
Total Sugars 5g	
Includes 4g Added Sugars	8%
Sugar Alcohol Less than 1g	
Protein 3g	
Vitamin D 0mcg	0%
Calcium 30mg	2%
Iron 0.8mg	4%
Potassium 0mg	0%
<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>	

Based on a 2000 calorie diet, added sugars should be less than 50 grams a day. At a mere 8% of the daily value, this better-for-you blueberry nut bar can satisfy both on-the-go hunger and a sweet tooth—and still stand up to the new label regulations.

KEY SUGAR REDUCTION INGREDIENTS:

ADM Sorbitol
SweetRight™ Sucralose
SweetRight™ Stevia
Fibersol®-2L*

INGREDIENTS: ADM CASHEWS, DRIED BLUEBERRIES (BLUEBERRIES, ADM SOLUBLE CORN FIBER, ADM CANE SUGAR, ADM GLYCERIN, ADM SUNFLOWER OIL, SWEETRIGHT™ STEVIA LEAF EXTRACT), ADM SOLUBLE CORN FIBER, ADM PISTACHIOS, ADM HYDROGENATED PALM KERNEL OIL, ADM QUINOA CRISPS, NONFAT DRY MILK, ADM SORBITOL, ADM SUGAR, ADM GLYCERIN, SALT, ADM NATURAL FLAVORS, ADM SOY LECITHIN, ADM CITRIC ACID, SWEETRIGHT™ SUCRALOSE.

READY TO SOLVE YOUR CHALLENGES?

Request our Prototype Formulation & a Technical Consultation

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