



Quench today's thirst for less added sugars

Deliver sugar reduction PLUS health-forward nutrition, clean and clear labels, and delightful indulgence with ADM's SweetSavvySM approach to sugar reduction.

Savor Success



Thinking twice about added sugars

It's clear: consumers are taking action to reduce their sugar intake.

When it comes to sugar reduction, beverages carry the most weight—and label scrutiny—with consumers.



8 OUT OF 10
U.S. CONSUMERS ARE ENGAGED IN SUGAR REDUCTION¹



83%
CONSIDER SUGAR REDUCTION EVEN MORE IMPORTANT IN THEIR BEVERAGES¹



57%
REVIEW THE LABEL FOR SWEETENERS USED IN BEVERAGES, MORE THAN ANY OTHER CATEGORY¹

It's no longer enough to simply reduce added sugars...

FOCUSED ON HOLISTIC WELLNESS, CONSUMERS WANT SUGAR REDUCTION PLUS A WHOLE LOT MORE:



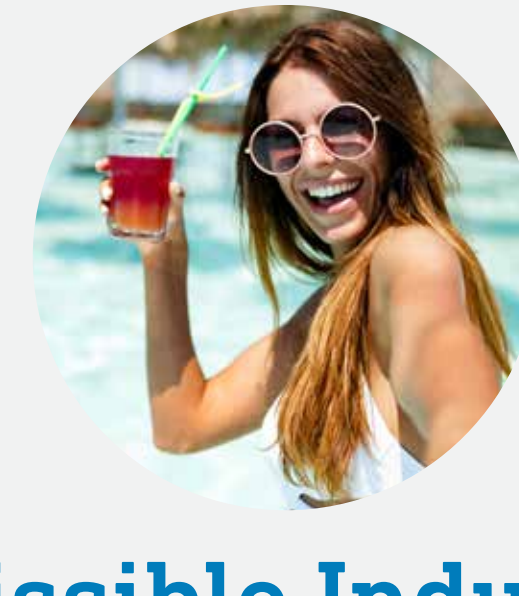
Proactive Nutrition

Sugar Reduction PLUS Functional Benefits



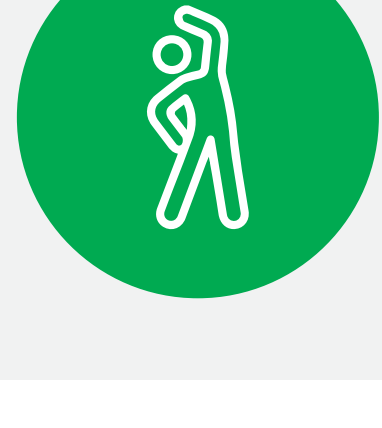
Positive Packed

Sugar Reduction PLUS Clean & Clear Labels



Permissible Indulgence

Sugar Reduction PLUS Balanced Lifestyle



Proactive Nutrition

Sugar Reduction PLUS

- ✓ Achieve wellness goals
- ✓ Trade up for better nutrition
- ✓ Support immune health
- ✓ Benefits from functional ingredients



CONSUMERS RATE THE IMPORTANCE OF SUGAR REDUCTION¹ IN:



Proactive Nutrition Beverages:

% of users most likely to focus on type of sweetener



SPORTS & ENERGY BEVERAGES 65%



PROTEIN & MEAL REPLACEMENT BEVERAGES 62%



KOMBUCHA & DRINKING VINEGARS 31%



Positive Packed

Sugar Reduction PLUS

- ✓ Recognizable ingredients
- ✓ Free-from products
- ✓ Plant-based & botanicals
- ✓ Search for sustainability

CONSUMERS RATE THE IMPORTANCE OF SUGAR REDUCTION¹ IN:



Positive Packed Beverages:

% of users most likely to focus on type of sweetener



FLAVORED TEA & WATER 59%



DAIRY ALTERNATIVES 59%



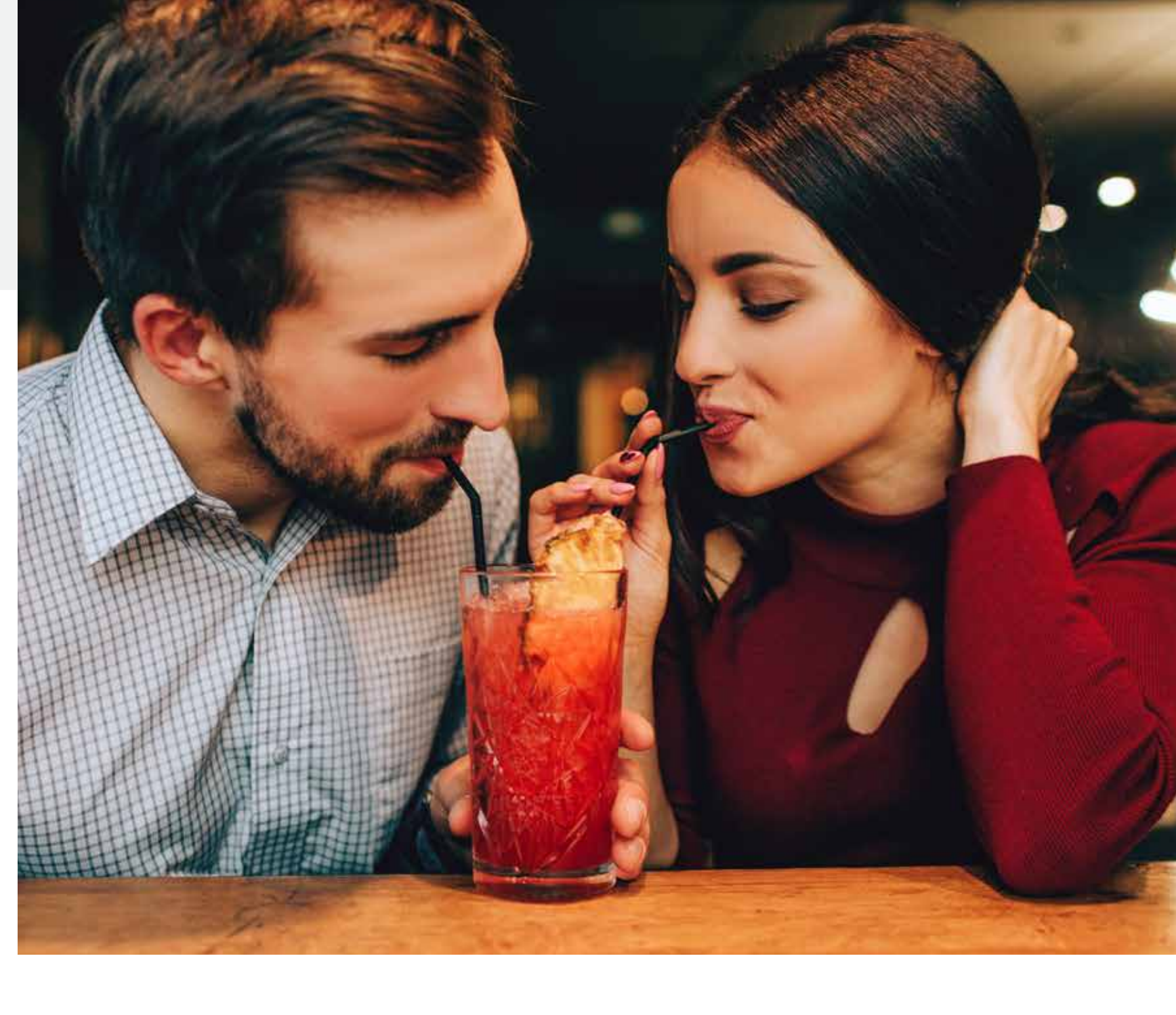
JUICE BEVERAGES 56%



Permissible Indulgence

Sugar Reduction PLUS

- ✓ Nostalgia and comfort
- ✓ Indulgence as reward
- ✓ Single-serve packaging
- ✓ Discovering new and exotic flavors



CONSUMERS RATE THE IMPORTANCE OF SUGAR REDUCTION¹ IN:



Permissible Indulgence Beverages:

% of users most likely to focus on type of sweetener



CARBONATED SOFT DRINKS 69%



ALCOHOLIC BEVERAGES 53%



ICED COFFEES 53%

The SweetSavvySM approach to sugar reduction

ADM brings together all facets of sugar reduction—so you get the right solution, one with:

- Formulation Performance
- Commercial Viability
- Consumer Appeal



OUR INTEGRATED INGREDIENTS AND SYSTEMS DELIVER ON TEXTURE, TASTE, STABILITY AND FUNCTIONALITY, WITH AN UNPARALLELED SUGAR REDUCTION TOOL BOX.



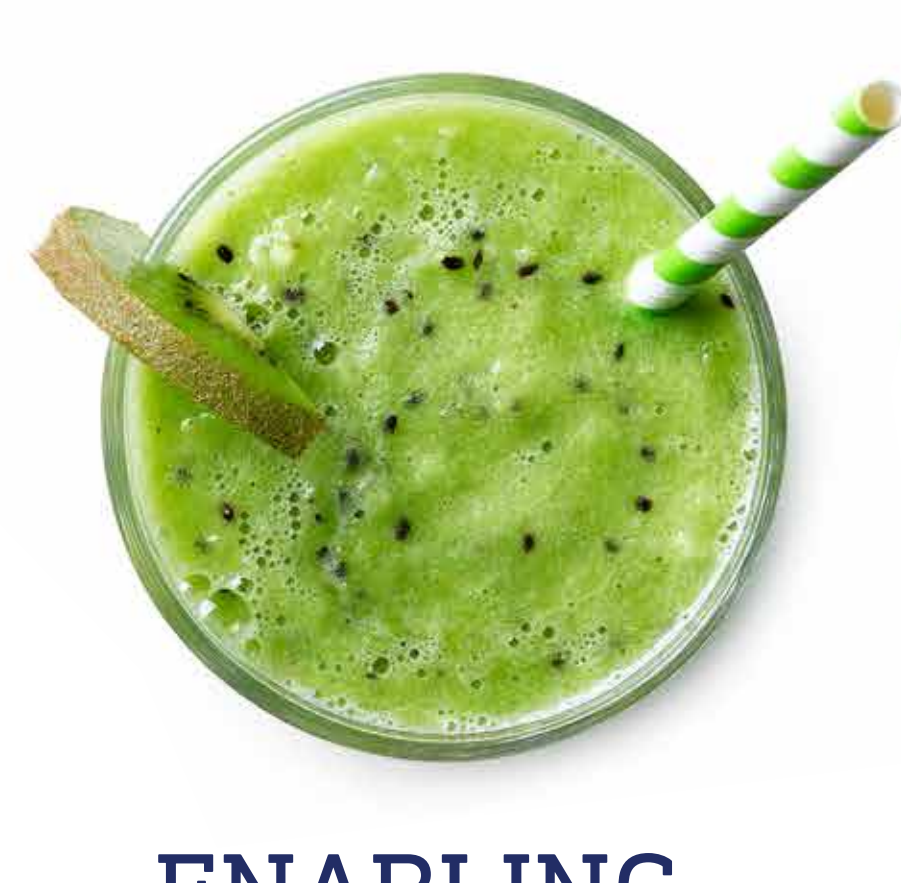
SWEETENERS

REPLACE SWEETNESS
No/Low Calorie
Sucrose Based
Specialty Nutritive
Corn or Wheat Based



FLAVORS

REBALANCE FLAVOR
Characterizing Flavors
Taste Modulation



ENABLING INGREDIENTS

REBUILD FUNCTIONALITY
Sweeteners
Reduced Added Sugar Options
Complementary Ingredients

Your Edge. Our Expertise.

Find out more about ADM sweeteners:
adm.com/yoursweeteners

Contact us for a technical consultation and samples:
sweeteners@adm.com or call 844-441-FOOD

SOURCES:

¹ADM OutsideVoiceSM Consumers & Sugar Reduction, Aug. 2020



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