Challenge: Solved
A SWEET SUCCESS CASE STUDY
Beverages are one of the top 10 most frequently purchased and consumed categories.

Nearly 70% of consumers surveyed are very/somewhat concerned about sugars and sweeteners in the products they buy and consume most often.

Stevia is one of the most preferred sweeteners for beverage consumers.

Source: ADM OutsideVoice™ Sweeteners Attitudes & Usage Study, 2017
A better-for-you blueberry antioxidant drink that strikes just-the-right balance of sweetness, flavor, calories and simpler ingredients, for a healthy halo beverage that quenches more than just thirst.

**Challenge**
How to keep the same great taste in a sweet juice beverage, while reducing added sugars to less than 1g per serving—and improving nutrition at the same time.

**Solution**
Our Sweet Savvy℠ came through again. We took a holistic approach to design a winning formula with awesome sweetness. With SweetRight™ stevia, erythritol, our natural flavors and colors, and our own special antioxidant blend, we scored big with a perfectly balanced beverage.

**The Result**
A sweet, better-for-you beverage with next-level consumer appeal.
A LABEL THAT STANDS OUT AND STANDS UP

Today’s consumers are increasingly focused on making better-for-you choices. They’re always on the lookout for labels featuring ‘no added sugar,’ ‘reduced sugar’ and ‘low calorie.’ With zero added sugar, just 5 calories per serving and the added bonus of 60 milligrams of polyphenols per serving, this tasty beverage certainly fits the bill.

Based on a 2000 calorie diet, added sugar should be less than 50 grams a day. At 0 grams added sugar and <1 gram total sugar, this label doesn’t just stand up—it stands out.

INGREDIENTS: FILTERED WATER, ADM ERYTHRITOL, BLUEBERRY JUICE CONCENTRATE, ADM NATURAL FLAVOR, STRAWBERRY JUICE CONCENTRATE, MALIC ACID, ADM NATURAL COLOR, GREEN TEA EXTRACT, WHITE TEA SOLIDS, APPLE PEEL EXTRACT, GRAPESEED EXTRACT, ASCORBIC ACID (VITAMIN C), ADM STEVIA LEAF EXTRACT.

READY TO SOLVE YOUR CHALLENGES?
Request our Prototype Formulation & a Technical Consultation