

Sugar Reduction

Challenge: Solved

A SWEET SUCCESS CASE STUDY



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A 100% delicious cupcake with 30% less sugar

DECADENT REDUCED SUGAR CUPCAKE

Consumers want to have their cupcake and eat it, too! So we helped create this reduced sugar, filled and iced orange cupcake for all the sweet pleasure and indulgence of a traditional cupcake—with 30% less sugar and about 30% less guilt.



Baked goods are one of the **top 5 most frequently purchased and consumed** foods



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 snack consumers

Source: ADM OutsideVoiceSM Sweeteners Attitudes & Usage Study, 2017



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A deliciously moist and tender cupcake filled and decorated with sweet orange icing offers up great flavor, satisfying sweetness and even a helping of dietary fiber—all with 30% less sugar, for a little less guilt.

Challenge

What makes a traditional cupcake so delicious? Moist and tender sweetness and creamy icing, of course. To be successful, this reduced sugar version needed all the right attributes in all the right places.

Solution

It takes some Sweet SavvySM to know how to replace sugar's functionality, as well as its sweetness in baked goods. We leveraged the synergy of our SweetRightTM stevia, erythritol and Fibersol[®]-2 dietary fiber to keep the sweet, reduce the sugar, and keep all the functional and textural characteristics that make cupcakes yummy.

The Result

A reduced sugar, lower calorie indulgence that allows consumers to have their cupcake and eat it too.



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Nutrition Facts	
servings per container	
Serving size	1 Cupcake (56g)
Amount Per Serving	
Calories	230
<small>% Daily Value*</small>	
Total Fat 14g	18%
Saturated Fat 7g	35%
Trans Fat 0g	
Cholesterol 15mg	5%
Sodium 80mg	3%
Total Carbohydrate 29g	11%
Dietary Fiber 3g	10%
Total Sugars 17g	
Includes 17g Added Sugars	34%
Sugar Alcohol 4g	
Protein 1g	
Vitamin D 0mcg	0%
Calcium 30mg	2%
Iron 0mg	0%
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>	

A LABEL THAT STANDS OUT AND STANDS UP

Though consumers still want indulgent, sweet treats, they want to reduce their sugar intake. With only 17 grams of total/added sugars per serving, this cupcake's label hits a real sweet spot.

Based on a 2000 calorie diet, added sugars should be less than 50 grams a day. At 33% of the daily value, this indulgent frosted cupcake can satisfy a sweet tooth and still stand up to the new label regulations.

KEY SUGAR REDUCTION INGREDIENTS:

SweetRight™ Stevia RA80
ADM Erythritol
Fibersol®-2

INGREDIENTS: ADM SUGAR, ADM SHORTENING (PALM OIL, MONO AND DIGLYCERIDES, POLYSORBATE 60), WATER, ADM WHEAT FLOUR (BLEACHED AND ENRICHED WHEAT [NIACIN, REDUCED IRON, THIAMINE MONONITRATE, RIBOFLAVIN AND FOLIC ACID]), EGGS, ADM ERYTHRITOL, FIBERSOL®-2 SOLUBLE CORN FIBER, ADM ORANGE PUREE CONCENTRATE, MALTODEXTRIN, NONFAT DRY MILK, WHIPPING AGENT (STARCH, POLYGLYCEROL ESTERS OF FATTY ACIDS, MONO & DIGLYCERIDES OF FATTY ACIDS), BAKING POWDER (CORNSTARCH, SODIUM BICARBONATE, SODIUM ALUMINUM SULFATE, CALCIUM ACID PHOSPHATE), ADM SOYBEAN OIL, ADM VANILLA FLAVOR, SALT, NATURAL FLAVOR, ADM STEVIA LEAF EXTRACT.

ALLERGENS: MILK, EGG, WHEAT

READY TO SOLVE YOUR CHALLENGES?

[Request our Prototype Formulation & a Technical Consultation](#)

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