

C A S E S T U D Y

20% Reduced Sugar Cranberry Cherry Juice Made with Zolesse™ Natural Flavor



Food and beverage manufacturers are confronted with more complex challenges in making labels as clean as possible, while achieving the goals of less sugar and calorie. Why not use Zolesse™ Natural Flavor? A glycosylated stevia extract that helps to enhance clean and sugar-like sweetness perception and reduce bitterness, thus allowing manufacturers to keep a short ingredient list.

“ Consumers are more engaged in picking up that package, scrutinizing the Nutrition Facts and Ingredients list printed on the back, before deciding if the product is right for consumption. ”

* Sources: Food Labeling Survey: FoodInsight, Jan, 2019

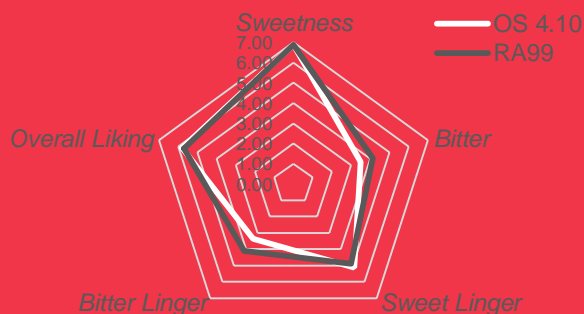
Formulation of 20% Reduced Sugar Cranberry Cherry Juice

100% Cranberry Juice from Concentrate	30.00%
Distilled Water	19.94%
Pectin	0.03%
Cherry Flavor	0.01%
SGF Zolesse™ Natural Flavor	0.01%

Energy Comparison to Full Calorie Commercial Offering

	Cranberry Cherry Juice with Zolesse™ Natural Flavor	Regular Cranberry Cherry Juice
Sugar	11.12%	13.9%

Optimizer Stevia™ 4.10 vs RA99 270ppm in 60% SR Apple Drink



Our Reduced Sugar Apple Juice concept offers:

- Cleaner, better-rounded taste
- “Natural Flavor” labeling instead of steviol glycosides
- 20% less sugar and calories vs a standard fruit-based offering
- 20%-30% lower cost-in-use

Sensory Evaluation:

- Same sweetness concept with less bitterness compared to RA99 counterpart
- Less detectable off-taste
- Improved overall liking