



Case study: Alternative dairy drink for kids

Plant-based beverage with recognized ingredients and improved nutritional content

Challenge: Smaller brand in the crowded alternative dairy space is looking for a way to stand out amongst its competitors

Approach: Sharing consumer insights and creating concepts that can help their brand connect with consumers

Result: Collaborative partnership of R&D to innovate in a white space area with support from Ingredion & 360 Value program

Key: ● Consumer well-being ● Environmental impact ● Value creation



Sugar reduction

Leverage Ingredion's expansive portfolio of sugar reduction tools to improve nutritional content and enable front of pack claims



Made with strawberry puree

Use Kerr California harvested strawberry puree for natural flavor and color and to create shorter labels using recognized ingredients



Fiber added

Add fiber for digestive or immunity health benefits and enable front of pack claims



Clean label starch adds creaminess

Use clean label starches as a fat-mimetic to create a rich, creamy texture without the dairy and with fewer calories and fat