

# Consumers are drinking to their health. Rise to the occasion with Ingredion.

Consumers want great-tasting beverages with added value—from low or no calories and natural sweetness to added health benefits.



# 70%

OF AMERICANS ARE CONCERNED WITH THE **SUGAR CONTENT OF THE FOODS AND BEVERAGES THEY HAVE AVAILABLE.**<sup>1</sup>

# 60%

OF AMERICANS ARE LOOKING TO **REDUCE SUGAR, SUBSTITUTING LOWER-CALORIE ALTERNATIVES FOR FULL-CALORIE PRODUCTS.**<sup>1</sup>



Nearly 8 out of 10 American consumers (79%) are cutting calories by drinking water or low- to no-calorie beverages.<sup>1</sup>

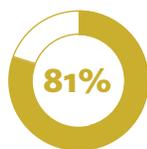
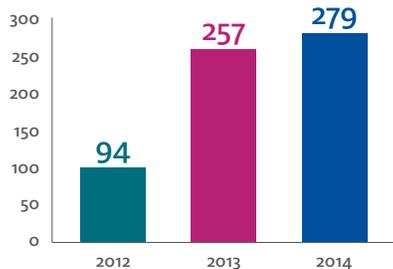


Three-quarters of Americans believe that **moderate amounts of sugar can be part of a healthful diet.**<sup>2</sup>

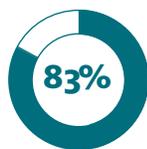
**ABOUT 70% OF CONVERSATIONS ON FACEBOOK AND TWITTER EXPRESS POSITIVE SENTIMENTS ABOUT REDUCED-CALORIE BEVERAGES THAT CONTAIN NO ARTIFICIAL SWEETENERS.**<sup>2</sup>



Number of stevia-sweetened new beverages launched in North America<sup>3</sup>:



81% of U.S. consumers understand that **fiber is important for maintaining digestive health.**<sup>4</sup>



83% would be interested in a product that **claimed digestive health benefits.**<sup>5</sup>

## The perfect blend

You can create delicious beverages brimming with the benefits your consumers want. Look to the beverage experts at Ingredion Idea Labs™ innovation centers for the optimal mix of market insights, beverage application expertise and nutrition ingredient solutions.

### ENLITEN® stevia

High-quality and consistent supply you can count on from Ingredion's unique cultivar and Americas-based farming and production.

### NUTRAFLORA® prebiotic fiber

Clean flavor and sweetness profile in a non-GMO sweetener derived from pure cane sugar for proven prebiotic benefits.

### NUTRIOSE® soluble fiber

Process-stable, well-tolerated, non-GMO fiber for satiety and weight management benefits.

### DIAL-IN® Technology

The rapid, robust, consumer-centric approach to beverage product development that puts you on the path to perfect sweetness and texture.



Talk to our experts about creating healthy and delicious beverages your consumers will love.

1-866-961-6285 | [ingredion.us/drinkhealthy](http://ingredion.us/drinkhealthy)

<sup>1</sup> International Food Information Council Foundation 2014 Food & Health Survey

<sup>2</sup> Ingredion proprietary research

<sup>3</sup> Mintel GNPD

<sup>4</sup> Mintel GNPD Food & Drink; Less sugar and more fiber needed to help juice's image; September 2014

<sup>5</sup> 2014 HealthFocus U.S. Trend study; May 22, 2015

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