

The Next-Generation Salad Bowl

Tomorrow's Salad Bowl



More global-inspired flavors and sustainable ingredients

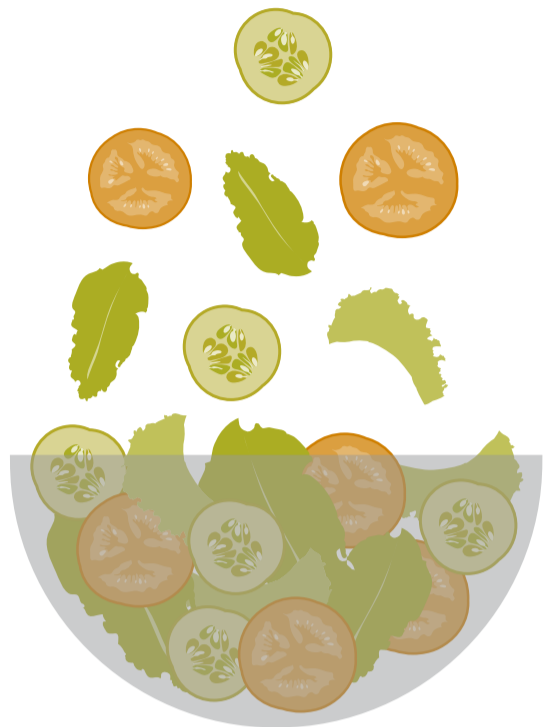


Fewer dressings with excess sugar and unfamiliar ingredients

Cargill helps food formulators meet changing consumer needs with a large portfolio of label-friendly ingredients, including proteins, starches and stevia sweeteners.

Salads help consumers meet their dietary goals. According to Transparency Market Research (TMR), those looking to cut calorie and sugar intake are propelling sales of low-calorie foods. The market for these foods is expected to expand to \$10 billion by 2019.¹

Salad dressings satisfy consumers' craving for novel and exotic flavors. According to Nielsen, sales of traditional salad dressings are declining.² Consumers may be looking for spicier dressings, fruit-infused recipes, chunkier textures, and intense flavors and colors.³



Non-GMO. The demand for non-GMO and organic products is projected to grow 12 percent annually through 2018. Cargill offers the industry's broadest non-GMO* portfolio.



Label-friendly food starches. Functional native starches from botanical sources provide texture while maintaining quality and cost-competitiveness.



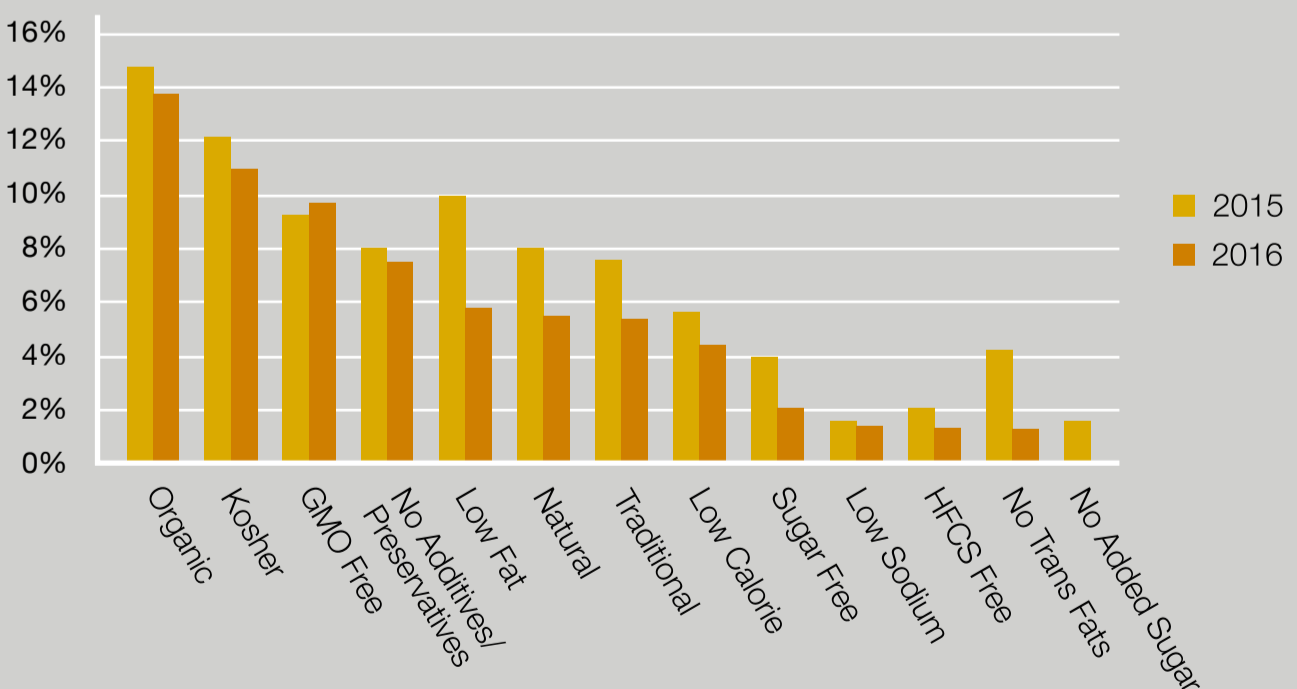
Reduced sugar. Label-friendly stevia-based sweeteners can reduce sugar and still deliver optimal taste and sweetness.



Reduced salt. Potassium chloride/sea salt can help reduce sodium.

Salad Dressings Get Consumer Friendly

Many salad dressings entering the market are addressing consumer demand for "clean label" products. A number of new product launches are organic, non-GMO or without additives.⁴



Sources

1. Transparency Market Research. Low-calorie Food Market - Global Forecast, Share, Size, Growth and Industry Analysis, 2014 - 2019.
2. Nielsen 52 W/E.
3. Innova. Sauces, Dressings and Soups. Turn on the heat. May 2016.
4. Innova Search. Product launches in U.S.

Claims

The labeling, substantiation and decision making of all claims for your products is your responsibility. We recommend you consult regulatory and legal advisors familiar with all applicable laws, rules and regulations prior to making labeling and claims decisions.

*Non-GMO: See Cargill.com for more information on how Cargill defines "non-GMO."