



INSIGHTS REPORT:

Creating smoothies that quench consumers' thirst for taste and nutrition

Consumer passion for products that help maintain a healthy diet continues to grow, a trend further fueled by the recent pandemic.

As consumers seek beverage options with enhanced nutritional value, products with fewer calories and sugar and more enrichment from fibers and proteins increasingly win the day.

The trick is delivering on these demands without sacrificing sensory appeal. After all, sugar reduction can lead to reduced mouthfeel, while many plant proteins leave behind an aftertaste. INFUSE by Cargill™ helps address these challenges, enabling brands to create protein-enriched, sugar-reduced breakfast smoothies that deliver on taste, texture and nutrition.



THE MARKET FOR HEALTHIER BEVERAGES



Forecasts for the next 5 years suggest steady growth, with a CAGR of:

+2.6%

Before COVID-19, consumers were already moving away from sugar-laden drinks. The pandemic put an even bigger spotlight on the importance of health, accelerating the shift toward more healthy beverage choices.

Regulatory pressures from the EU further amplify this trend and brands are pushed to improve the nutritional profiles of their products. Front-of-pack nutrition labeling schemes such as Nutri-score are a prime example. With Nutri-score, a product's nutritional information is summarized into a single score ranging from A (presumed healthiest) to E, with the goal of helping consumers make more informed and healthier choices.

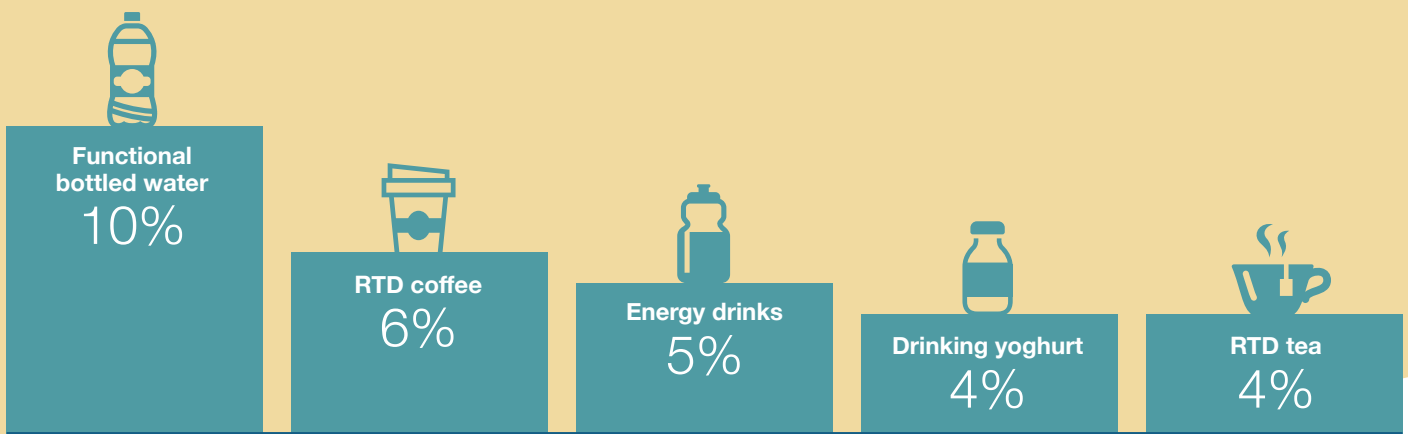
Sugar taxes are also gaining momentum, with soft drinks taxes in force in 15 European countries. While these added levies have plenty of detractors, the World Health Organization recently touted Portugal's tax as a key factor in reducing sugary beverage sales.¹

This conflux of forces suggests sugary drinks may be falling out of favor, but the outlook for the broader beverage market² remains bright. In Europe alone, it's set to account for **153,000 million liters in 2020**, in a market that has **shown a slow growth between 2015 and 2020 (+0.8%)**.

Bottled waters are the big winners, accounting for more than half of sales in 2020. They are followed by carbonates (29%), juice (11%) and RTD tea (3%). However, rising pressure from both consumers and regulatory bodies suggests an opening for drinks that offer more than simple hydration.

Euromonitor concurs with that assessment, predicting a shift towards healthier beverages in the years ahead. In truth, the transformation has already begun as functional and still bottled water, and RTD coffees and teas showed the highest CAGR between 2015 and 2020. The market research firm says these categories, along with drinking yoghurt, are best positioned for growth in the coming 5 years.

Beverages poised for growth³



¹ World Health Organization, "Portugal brings down obesity by taxing sugary drinks." April 3, 2020. <https://www.euro.who.int/en/countries/portugal/news/news/2020/3/portugal-brings-down-obesity-by-taxing-sugary-drinks>

² Euromonitor data, includes soft drinks and drinking yoghurt.

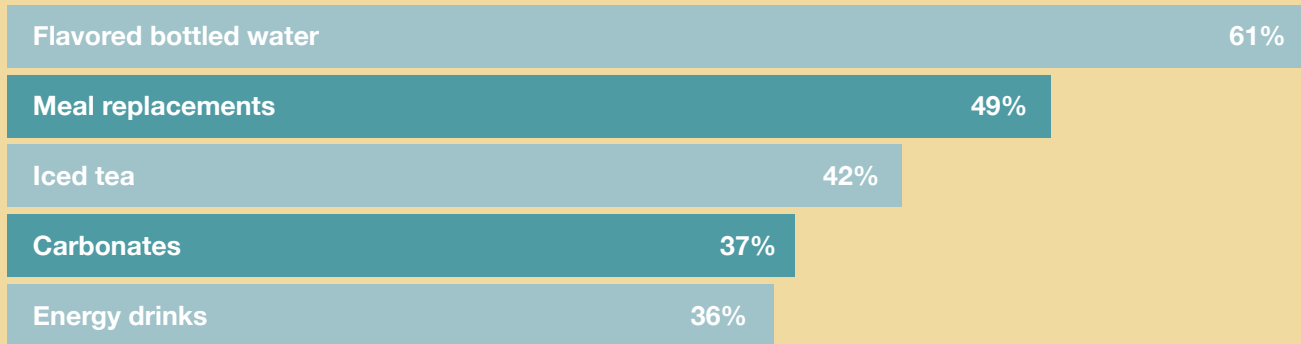
³ Euromonitor, 2020-2025, Europe



Innova data substantiates this move to healthier beverages, as protein-enriched and sugar-related claims increased in new beverage product development. In 2019 alone, more than 3,000 products with a sugar- or calorie-related claim hit store shelves. Juices and nectars led the way in terms of volume, but in other subcategories, sugar-reduction took a higher percentage of the new product landscape.

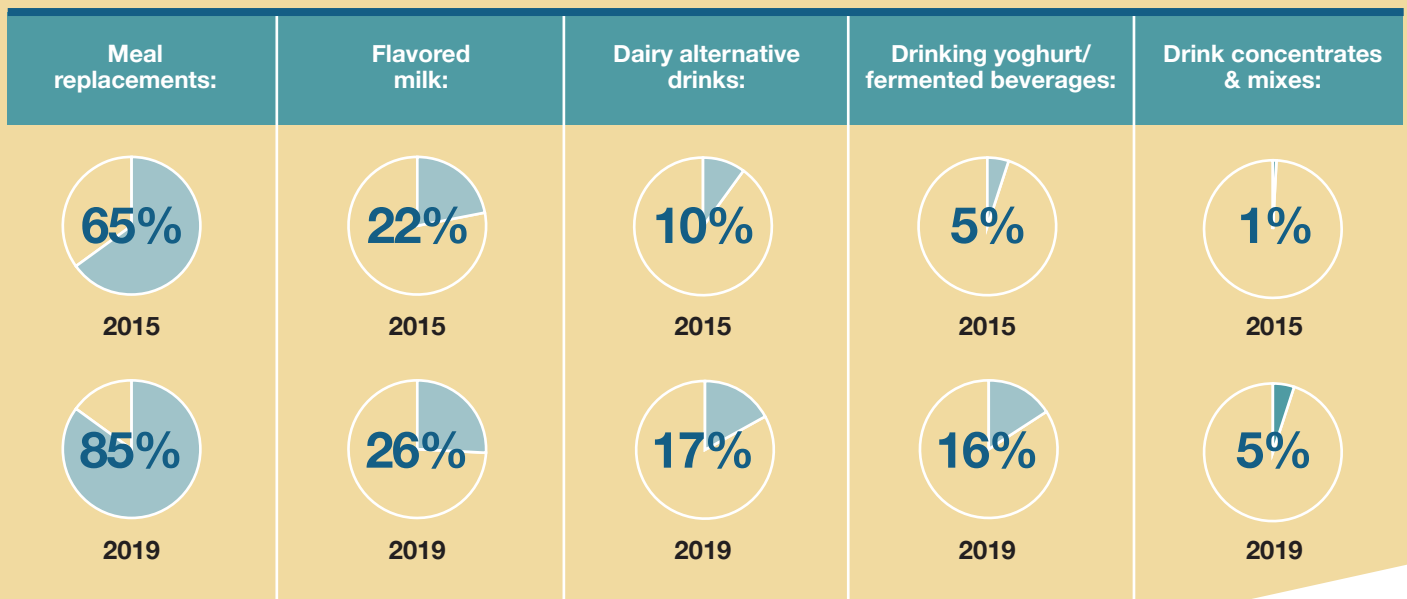
Categories with highest prevalence of sugar and calorie claims

Percent of launches with a sugar/calorie claims on total launches per subcategory, 2019



In similar fashion, high protein beverages are proliferating, expanding well beyond their traditional sports nutrition niche. Today's consumers associate protein with a raft of positives, including increased energy, muscle health and tone, weight management, brain nourishment, and overall health and wellness. While the nutrient is popping up in a variety of beverages, it's particularly popular in the breakfast and meal drink space, which is seeing the highest adoption of protein-enrichment claims.

Beverage categories with highest prevalence of protein claims (2015 vs 2019)



Source: Innova, 2015-2020YTD, Europe

WHAT'S NEXT

Given this heightened focus on health, beverages like smoothies are ripe for reformulation. They've become a real favorite on the breakfast table, but these fruit-filled drinks are typically low in protein and high in sugar.

Historically, texture and taste limitations kept brands from improving the nutritional profile of their smoothie-style products. Proteins often have an aftertaste that requires masking, especially when developers aim for higher inclusion levels. In many ways, sugar reduction is even more complex. Beyond the obvious flavor challenges, sugar reduction can impact mouthfeel and lead to beverages with a watery texture.

INFUSE by Cargill™ removes those barriers, making it possible to create protein-rich, sugar-reduced smoothies, without sacrificing their fresh, fruity taste and smooth mouthfeel.



MEET INFUSE by Cargill™



Achieving consumers' organoleptic and mouthfeel expectations for nutritionally balanced beverages can be a time-consuming challenge but INFUSE by Cargill™ can help.

We do the heavy lifting, combining our unique ingredient blends with effective formulation fine tuning. The resulting custom ingredient solutions help brands create protein-enriched and sugar-reduced beverages that consumers will enjoy, without sacrificing mouthfeel or taste.

After selecting the best in fibers, protein, sweetness solutions and texturizers, INFUSE designed an ingredient blend optimized for use in smoothies with a juice base.



SPOTLIGHT



INFUSE by Cargill™ is the new service offering model from Cargill Starches, Sweeteners & Texturizers Europe.

It brings together the company's extensive ingredient acumen to rapidly create tailor-made ingredient blends, helping customers speed up innovation and market launch.

Customers in Europe have been using Cargill's functional systems for more than 40 years to achieve custom texturizing ingredient blends. INFUSE by Cargill™ expands on that work, adding sweetness and other specialty ingredients such as proteins and fibers, to address a broader array of customer formulation challenges.

Three pillars serve as the foundation for Cargill's customer focus in Europe:



An unwavering attention to providing on-trend solutions.



A commitment to speed to market.



Access to deep technical expertise to help create tailored ingredient blends.



OUR SOLUTION



Trilisse® QSR 905 is the key to our smoothie success. This ingredient blend enables high-in-protein and source-of-fibers claims, while offering the great taste and mouthfeel that consumers expect.

It's low in sugars and energy reduced, making it possible to create consumer-pleasing smoothies with a Nutri-score C rating.

- **Plant protein blends** deliver a neutral taste profile, without aftertaste or coloring
- **Fiber** brings back bulk
- **Label-friendly texturizers** (corn starch and pectin) provide a great mouthfeel and texture
- **Our sweetness blend** delivers a great, sweet taste with lower calories

This all-in-one solution is made from plant-based ingredients and does not require an allergen declaration. A unique recipe in the market today, it allows for easy processing and is fully optimized for nutritionally balanced, juice-based smoothies. With INFUSE by Cargill™, you get simplicity, sensory appeal and nutrition.

RECIPE & NUTRITIONALS: BREAKFAST SMOOTHIE

Ingredients	g/L
Water	Up to 1000
TRILISSE® QSR 905*	78.3
C*TruSweet 01795 (fructose syrup)	18.3
Juice concentrate 52 Brix	17.3
Acidity regulators (Citric acid, Ascorbic acid, Trisodium citrate)	2.0
Flavor	0.4
Preservatives (Potassium sorbate, Sodium benzoate)	0.2
Coloring: beta-caroten 10% DM	0.1

	g/100ml
Energy (kcal/100g)	24.0
Fats	0
<i>of which saturated</i>	0
Carbohydrates	6.3
<i>of which sugars</i>	2.4
Dietary fibers	1.6
Proteins	1.3
Salt	0



**IN
FUSE**
by Cargill™



Let's discuss how INFUSE by Cargill™ can enable the success of your next entry in the healthy beverage space, with protein-rich and sugar-reduced products designed for maximum consumer appeal.

Time to get INFUSED

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📍 www.cargill.com/infuse