

fiber

**sugar
reduction**

**Frozen Dessert Without
a Lick of Added Sugars**



Fibersol[®]
Case Study



Frozen Dessert Without a Lick of Added Sugars

Vanilla beans and fresh cream create the blank canvas for nostalgic frozen treats consumers crave. Whether the base for a hot fudge sundae with all the toppings, a fruity shake, or just enjoyed on its own, traditional vanilla frozen dessert often has a high sugar count even among popular better-for-you brands. That's why we created a version with no added sugars and 8 grams of fiber per serving.

A close-up photograph of a wooden bowl filled with several scoops of creamy vanilla frozen dessert. A silver spoon is partially submerged in the dessert. The background is slightly blurred, showing a white cloth and a vanilla bean.

Nearly
80% of
consumers believe
that fiber is
important to
their diet¹

Consumers value
sugar reduction
56%
more when seeking
indulgent foods and
beverages.²

Fiber
is the top
ingredient
consumers
seek.¹

74%
look at the
amount of sugar
on nutrition
facts panel.¹

¹ Outside VoiceSM Fiber Consumer Study, 2019

² Outside VoiceSM Consumers & Sugar Reduction, Aug. 2020

A New Take on an Old Favorite

This indulgent vanilla snack is a freezer staple. That's why we knew our lower sugar, higher fiber version had to stay creamy and dreamy—just like the classic. Don't let the better-for-you nutritional take away from the indulgent factor. Fibersol[®]-2 doubles down with taste *and* digestibility, so a double scoop is always just a bowl away.



Comfort food without the guilt used to seem impossible, but now there's 0g added sugars per serving and less than 1 gram of added sugar for a whole pint. And since Fibersol®-2 is a well-tolerated dietary fiber, this recipe truly gives 'guilt-free' the green-light.

CHALLENGE:

Reducing sugar and calories in frozen desserts can lead to a hard, crystalized, disappointing experience. With Fibersol®-2, the recipe maintains the indulgent creaminess consumers want, without the nutritional downfall of traditional frozen novelties. And with peak digestive tolerance, consumers can feel good about keeping a pint in the freezer.

SOLUTION:

By using Fibersol®-2, we were able to add 8 grams of fiber (making it an excellent source of fiber) while also minimizing ice crystallization—all without sacrificing taste, tolerance, or creaminess. With SweetRight™ Edge stevia and SweetRight™ allulose, we achieved up to 50 percent total sugar reduction from other market products, along with 0g added sugars.

RESULT:

A creamy, nutrition-focused vanilla base *with* excellent fiber and taste and *without* discomfort or added sugars.



With Fibersol®-2, you can add fiber and soluble solids in replacement of fat without triggering the deterioration by freezing point depression. Smaller ice crystals = smooth, creamy texture.

- Adds fiber
- Reduces fat
- Maintains mouthfeel

HOW THE LABEL ADDS UP:

Consumers crave permissible indulgences with less sugars on the label—and most agree that fiber and protein are a powerful combination when it comes to positive nutrition. So with 0g added sugars and more than 28% of the daily value dietary fiber per serving, the label landscape of this vanilla frozen dessert satisfies more than a sweet tooth.

Nutrition Facts			
Serving size 2/3 cup (85g) 1 pint (255g)			
	Per serving	Per container	
Calories	110	330	
	% DV*	% DV*	
Total Fat	5g 6%	15g	38%
Saturated Fat	3g 15%	9g	90%
Trans Fat	0g	0g	
Cholesterol	15mg 6%	50mg	33%
Sodium	65mg 3%	190mg	17%
Total Carbs.	18g 7%	55g	40%
Dietary Fiber	8g 27%	23g	164%
Total Sugars	5g	16g	
Incl. Added Sugars	0g 0%	less than 1g	1%
Protein	7g	20g	80%
Vitamin D	0mcg 0%	0mcg	2%
Calcium	170mg 15%	520mg	40%
Iron	0mcg 0%	0mcg	0%
Potassium	0mcg 0%	115mcg	2%

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Potential front of pack label claims:

- 8g Excellent Source of Dietary Fiber*
- 0g Added Sugars per serving
- <1g Added Sugars per pint
- 20g Protein per pint

*Contains 5g total fat per serving.
See Nutrition Facts for total fat information.

Made with
premium
botanical
vanilla
extract



KEY INGREDIENT:

Fibersol®-2

INGREDIENTS:

FILTERED WATER, CREAM, **FIBERSOL®-2** (SOLUBLE CORN FIBER), **ADM ALLULOSE**, MILK PROTEIN CONCENTRATE, NONFAT DRY MILK, SWEET DAIRY WHEY, **ADM STABILIZER BLEND** (SOY LECITHIN, GUAR GUM AND XANTHAN GUM), **ADM VANILLA EXTRACT**, **ADM STEVIA LEAF EXTRACT**.

READY TO SOLVE YOUR CHALLENGES?

Contact us today to get the scoop.