

**fiber**

**sugar  
reduction**

**Blueberry Acerola  
Superfruit Beverage**



**Fibersol<sup>®</sup>**  
Case Study



## Shake Up Their Fiber Routine

Sure, consumers love to start the day doing something good for themselves, like making fiber a part of their breakfast routine. But until now, that often meant a grainy, run-of-the-mill orange drink. Now, with Fibersol®-2, you can help people shake up their morning routine with the superhero of breakfast drinks: a crystal-clear blueberry acerola superfruit beverage.

This beverage softly rounds out high potency sweeteners and provides a memorable mouthfeel that consumers will look forward to each morning.

A photograph of a glass of clear, light blue beverage next to a bowl of yogurt topped with granola, strawberries, and blueberries. Three circular callouts with statistics are overlaid on the image.

**21%**  
of fiber occasions  
take place at  
breakfast<sup>1</sup>

**Nearly 2/3**  
of consumers say  
they are adding  
or increasing  
fiber in  
their diet.<sup>2</sup>

**30%**  
of consumers say  
better taste/flavor in  
fiber-enriched foods  
would motivate  
them to add  
more fiber.<sup>3</sup>

<sup>1,2</sup>Hartman Fiber Occasions, 2019

<sup>3</sup>OutsideVoice Fiber Consumer Study, 2019

## A Better Way to Start the Day

A quick-and-easy source of fiber with great taste, this blueberry acerola superfruit beverage with Fibersol®-2 is perfect for consumers looking for an easier, better way to start their day out right. Powered with 10 grams of fiber per serving, this breakfast beverage is a great way to help kick off the morning feeling full and avoid snacking before lunch.



A smooth and refreshing superfruit beverage, made possible with fiber that dissolves completely and supports sugar reduction, brilliantly.

## CHALLENGE:

It's not hard to create a beverage with dietary fiber. The real challenge lies in creating one that is low calorie and satisfying—all while adding prebiotic fiber without the typical thick, grainy texture.

## SOLUTION:

Our Fibersol®-2 is the ideal solution for this crisp, refreshing breakfast beverage. It adds 10g of prebiotic fiber—that may support a satiety claim—and is easily solubilized into almost any beverage. Fibersol®-2 also adds back the mouthfeel that is lost when sugars are reduced, and helps round out the profile of high potency sweeteners.

## RESULT:

**It's crystal clear. This beverage has great mouthfeel, the refreshing fruit flavor of blueberry and acerola superfruits, and an excellent source of dietary fiber that also promotes satiety.**



Find out more about how Fibersol® can help provide a nutritional boost, promote digestive health, increase satiety, and help replace functionality when reducing sugars.



## HOW THE LABEL ADDS UP:

Consumers looking for better-for-you beverages want ingredients that give them a boost of nutrition, without a lot of unnecessary calories. They check out labels, front and back, to see if beverages meet their needs.

This appealing blueberry acerola superfruit beverage, sweetened with blueberry juice and a touch of sucralose, ticks all the boxes with 10g dietary fiber, just 25 calories, and no added sugars.

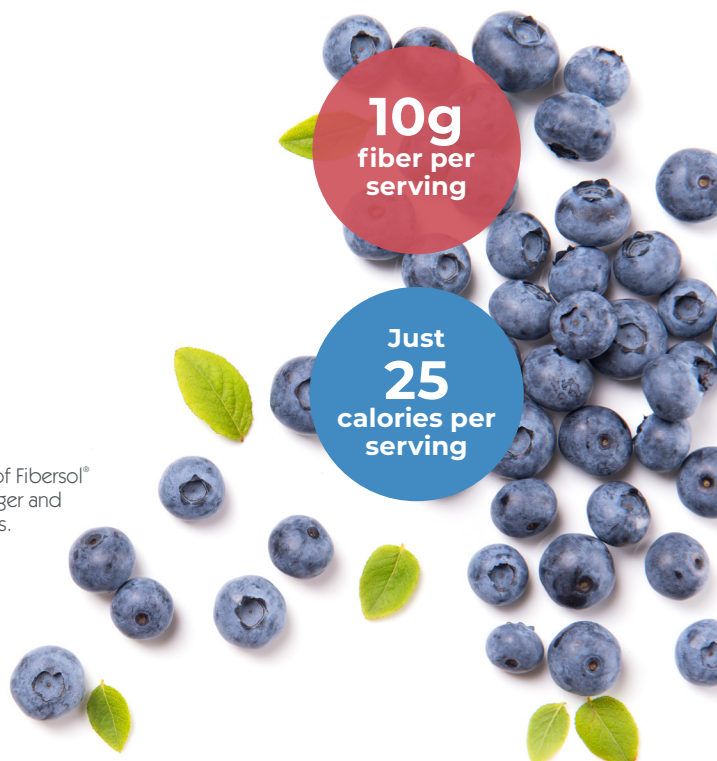
Nutrition Facts	
Serving Size 8fl oz (242g)	
Amount Per Serving	
<b>Calories</b>	<b>25</b>
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrates 13g	5%
Dietary Fiber 10g	36%
Total Sugars 1g	
Incl 0g Added Sugars	0%
Protein 0g	
Vitamin D 0mcg	0%
Calcium 0mg	0%
Iron 0mg	0%
Potassium 0mg	0%
Vitamin C	100%

\*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 (per serving):

- 10g Excellent Source of Dietary Fiber\*
- No Added Sugars
- 5% Blueberry Juice
- 100% Vitamin C
- Just 25 Calories

\*Clinical studies have shown 10 grams of Fibersol® consumed with a meal may delay hunger and stimulate appetite-regulating hormones.



### KEY INGREDIENT:

Fibersol® -2

### INGREDIENTS:

FILTERED WATER, **FIBERSOL®-2 (SOLUBLE CORN FIBER)**, BLUEBERRY JUICE CONCENTRATE, **ADM ACEROLA EXTRACT, ADM CITRIC ACID, ADM NATURAL FLAVOR, ADM SUCRALOSE, ADM NATURAL COLOR.**

## READY TO SOLVE YOUR CHALLENGES?

Let's get started! Contact us today.



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