

**fiber**



**sugar  
reduction**

**Better Than Ever  
Dried Cherries**



**Fibersol<sup>®</sup>**  
Case Study



## Sugar Hides in Surprising Places

Changes in the nutrition panel mean that added sugar is getting extra scrutiny. Kids and adults love dried fruits because they are healthy and delicious, but to keep them soft and chewy, they often come with high added sugar content. So, we helped reformulate a 50% reduced sugar version of a delicious infused dried cherry snack—with the added bonus of Non-GMO Project Verified dietary fiber. Our version is better than ever with less sugar, more dietary fiber and the same sweet, chewy taste.

A central photograph showing a pair of hands with purple nail polish holding a dark grey bowl. The bowl is filled with a variety of toppings on a white base, likely yogurt. The toppings include green pumpkin seeds, red dried cherries, yellow granola, white dragon fruit cubes, and whole almonds.

**57%**  
of parents say  
snacking is integral  
to their kids' day\*

**<25g**  
added sugar/day  
for healthy  
kids 2-18\*\*\*

Fruit/fruit snacks:  
the **#2**  
'fiber occasion'  
food\*\*

Sources: \*ADM OutsideVoice<sup>SM</sup> Fiber Consumer Study, 2019

\*\*ADM Fiber Occasions, 2019

\*\*\*American Heart Association statement, Added Sugars and Cardiovascular Disease Risk in Children  
Sugar reduction must be a component of an overall healthy diet.

## A Reduced Sugar Snack They'll Eat Right Up

Parents and school foodservice administrators alike balance a very fine line: how to deliver nutritious snacks that still appeal to kids' taste buds. This reduced sugar dried fruit snack strikes the perfect balance, a delicious break in the day with only 14g added sugar, wholesome fruit and the nutritious boost of dietary fiber.



A delicious infused dried fruit snack full of cherries would need to have less sugar to comply with school lunch guidelines—and the same amount of delicious to satisfy kids' demands for yummy snacks.

## CHALLENGE:

Reducing the sugar meant this fruity snack might end up hard and dry, since sugar contributes to its moisture content. So, we got to work on a triple play: reducing the snack's added sugar, balancing its flavor, and improving its water behavior for a soft and tender dried fruit treat.

## SOLUTION:

We used our Fibersol®-2L Non-GMO Project Verified dietary fiber, glycerin syrup and a touch of stevia leaf extract to reduce the added sugar from 30g to 14g per 40g serving. Fibersol®-2L significantly reduced sugar and allowed for fewer added sugars, while increasing fiber and delivering a well-rounded sweet flavor at the same time.

## RESULT:

**A better-for-you great-tasting snack full of fruit goodness with just the right amount of sweetness, fewer added sugars and the bonus of dietary fiber.**



In addition to reducing sugar, find out more on how Fibersol® can help increase satiety, promote digestive health and provide a nutritional boost.



## HOW THE LABEL ADDS UP:

School lunch administrators need to see less sugar on the label—and they sure don't mind seeing added dietary fiber there as well. Based on a 2000 calorie diet, added sugar should be less than 50 grams a day (or 25 grams for kids!) and dietary fiber intake should be 25-30 grams a day. With just 130 calories, a 50% sugar reduction and a total of 19% daily value dietary fiber, this reduced sugar dried fruit snack is ready to take on mom's shopping list—and the school lunch program.

### BEFORE

| Nutrition Facts  |                |
|--|----------------|
| Serving Size 40g<br>Servings per container: about 3.5  |                |
| Amount Per Serving   |                |
| <b>Calories</b>  | <b>130</b>     |
|  | % Daily Value* |
| Total Fat 0g   | 0%             |
| Saturated Fat 0g   | 0%             |
| Trans Fat 0g   |                |
| Cholesterol 0mg  | 0%             |
| Sodium 0mg   | 0%             |
| Total Carbohydrates 32g  | 11%            |
| Dietary Fiber 1g   | 6%             |
| Total Sugars 30g   |                |
| Incl Added Sugars 14g  | 30%            |
| Protein 0g   | 1%             |
| Vitamin D 0mcg   | 0%             |
| Calcium 50mg   | 4%             |
| Iron 0.2mg   | 2%             |
| Potassium 80mg   | 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. |                |

### AFTER

| Nutrition Facts  |                |
|--|----------------|
| Serving Size 40g<br>Servings per container: about 3.5  |                |
| Amount Per Serving   |                |
| <b>Calories</b>  | <b>120</b>     |
|  | % Daily Value* |
| Total Fat 0g   | 0%             |
| Saturated Fat 0g   | 0%             |
| Trans Fat 0g   |                |
| Cholesterol 0mg  | 0%             |
| Sodium 0mg   | 0%             |
| Total Carbohydrates 31g  | 11%            |
| Dietary Fiber 5g   | 19%            |
| Total Sugars 14g   |                |
| Incl Added Sugars 7g   | 15%            |
| Protein 0g   | 1%             |
| Vitamin D 0mcg   | 0%             |
| Calcium 50mg   | 4%             |
| Iron 0.2mg   | 2%             |
| Potassium 80mg   | 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. |                |

Nutrient content information is indicative of composition of the products shown herein, but not intended as definitive or complete, and is not intended for use in determining specific nutrient labeling values and/or other claims in finished products containing these ingredients.

### INGREDIENTS:

MONTMORENCY CHERRIES, SUNFLOWER OIL, ADM FIBERSOL®-2L SOLUBLE CORN FIBER, CANE SUGAR, ADM GLYCERIN, STEVIA LEAF EXTRACT.

**50%**  
sugar  
reduction

**19%**  
daily value  
dietary  
fiber

**READY TO SOLVE YOUR CHALLENGES?**  
Let's get started! Contact us today.



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