

fiber



**sugar
reduction**

**Refreshing Fruity
Orange Flavored Drink**



Fibersol[®]
Case Study



Quench the Thirst for Better-for-You Beverages

When it comes to beverages, consumers are thirsty for more than great-tasting refreshment.

They are on the lookout for beverages with benefits, and they don't want added sugars getting in the way. Fibersol® prebiotic dietary fiber helps solve both these challenges, making it easier for your brand to give consumers what they want.

A close-up photograph of a woman with blonde hair drinking from a clear glass filled with an orange-colored beverage. The background is a solid light blue.

33%
of consumers who
want to improve gut
health consume
prebiotic dietary
supplements¹

Probiotic & prebiotic
ingredients
support a healthy
microbiome, yet
prebiotic claims are
newer to the market²

BFY formulations
have focused on
sugar reduction,
but more recently
incorporate prebiotic
inclusions²

¹ IFIC 2022 Food and Health Survey Report

² Mintel, Functional Ingredients in Food and Drink – US, February 2021

Consumers' Gut Instincts

Today more than ever, consumers are going with their gut. It may be telling them to cut back on added sugars in their favorite refreshing beverages. Or, it may be letting them know that a healthy microbiome is key for wellness. This fruit flavored better-for-you beverage with Fibersol® is perfectly aligned with consumer trends and helps them follow those gut instincts.

Fibersol® is shown to support factors relevant to gut and digestive health, with clinical studies demonstrating that it promotes the growth of gut microbes that are positively associated with health.^{3,4}

³ Burns AM; et al. (2018) *Nutr Res.* 60: 33-42.

⁴ Mai V; et al. (2022) *Nutrients.* 14(11): 2192.



This refreshing, fruity flavored beverage supports sugar reduction* and nourishes healthy microbes, with prebiotic fiber.

*This beverage contains 84% less sugar than traditional orange soda. Sugar content has been lowered from 33g to 5g per serving.

CHALLENGE:

Getting consumers comfortable with the idea that prebiotic fiber is an equally important component as probiotics, in their quest for a healthy microbiome.

SOLUTION:

Fibersol® is an ideal ingredient that can help support sugar reduction and nourish existing microflora at the same time. Not only can Fibersol® replace many of the functional properties of sugar, it is a prebiotic that works via the nourishment of healthy gut microbiota.

RESULT:

By incorporating Fibersol® into your product—and consumers' dietary supplement routines—your brand can help consumers nourish their existing microflora, in support of their wellness efforts.



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

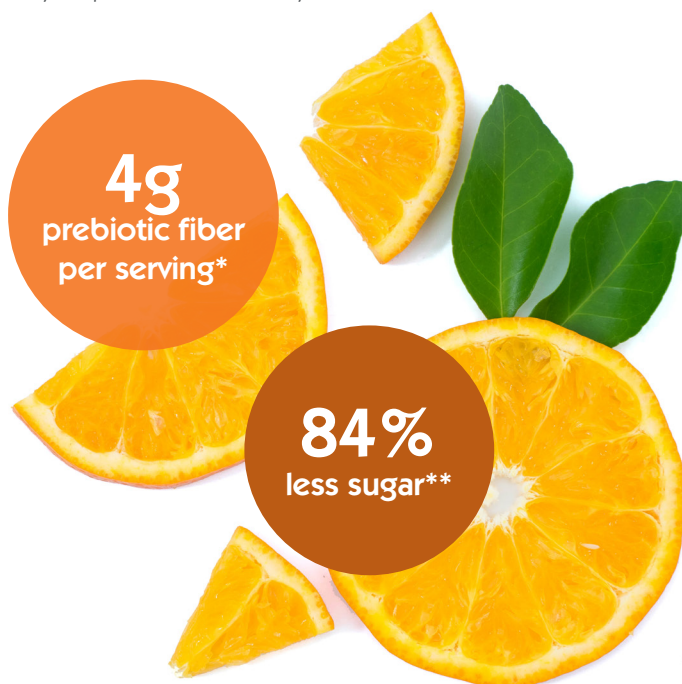
HOW THE LABEL ADDS UP:

Consumers want better-for-you beverages, and that starts with less sugar and fewer calories. This label elevates the 'better' component with prebiotic fiber that helps support a healthy microbiome.

Nutrition Facts	
Serving size	12 fl oz (360 mL)
Amount Per Serving	
Calories	30
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 90mg	4%
Total Carbohydrate 9g	3%
Dietary Fiber 4g	14%
Total Sugars 5g	
Includes 5g Added Sugars	10%
Sugar Alcohol 26g	
Protein 0g	0%
Vitamin D 0mcg	0%
Calcium 0mg	0%
Iron 0mg	0%
Potassium 0mg	0%
<small>*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.</small>	

Potential front of pack label claims (per serving):

- Good Source of Prebiotic Fiber*
- 84% Reduced Sugar (compared to traditional orange soda)**
- May help nourish the intestinal flora*
- May help maintain a healthy intestinal tract environment*



*'Prebiotic fiber' claim is supported if the product contains at least 3.75g Fibersol® per serving. 15g per day over 3 weeks necessary for the prebiotic effect.

**This beverage contains 84% less sugar than traditional orange soda. Sugar content has been lowered from 33g to 5g per serving.

INGREDIENTS:

CARBONATED WATER, ORANGE JUICE CONCENTRATE, FIBERSOL®-2 (NON-GMO DIGESTION RESISTANT MALTODEXTRIN [PREBIOTIC]), CITRIC ACID, NATURAL FLAVOR, SALT, SODIUM BENZOATE, POTASSIUM SORBATE, STEVIA REBAUDIANA LEAF EXTRACT, GUM ARABIC, FD&C YELLOW #6, GUM ACACIA, ESTER GUM.

READY TO SOLVE YOUR CHALLENGES?

Let's get started! Contact us today.

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