



SweetRight

SUGAR REDUCTION &  
DIETARY SUPPLEMENTS

# Challenge: Solved

## A SWEET SUCCESS CASE STUDY





## Less Added Sugars for Better Benefits

### Personalized Nutrition in Flexible Formats

Today, consumers are focused on wellness—and great tasting ways to support it. No wonder gummy dietary supplements have become a go-to format. They pack a punch of vitamins and minerals, help hide the taste of active ingredients, and double as a sweet treat, for kids and adults alike.

But that sweetness can become a challenge: many supplement gummies are currently high in sugar with little dietary outputs. Or, if they have large serving sizes, consumers may have to take 3+ gummies to meet their daily recommended values—which adds to increased sugar intake at the same time. Consumers desire reduced sugar gummies with all the same nutritional benefits and great taste—like those found in ADM’s dietary supplement gummies: Apple Cider Vinegar & Cinnamon and Heart Health Honeydew.



The gummy format accounts for 25% of all vitamins and supplements.<sup>1</sup>



Gummy supplements have had 86% growth since 2019, vs. all supplements growth of 29%.<sup>2</sup>



Since 2019, 8% of new gummy and chewable supplement launches have a reduced sugar or sugar free claim.<sup>1</sup>



The #2 sweetener used in supplement gummy launches after sucrose is glucose syrup.<sup>1</sup>

<sup>1</sup> Mintel, GNPD, 2022

<sup>2</sup> Nielsen NA

**These trend-right supplement gummies help consumers meet their daily intake needs, without all the added sugars.**

## CHALLENGE

Creating dietary supplements in gummy formats that feature maximum appeal, great taste—and less added sugars. The active ingredients in dietary supplements can be especially challenging. Some may have a distinctive, unappealing taste, while others have sensitive components that make formulation more challenging.

## SOLUTION

As a leader in sugar reduction and specialty health and wellness, ADM offers effective solutions to reduce added sugars in your formulation, achieved with SweetRight® proprietary sweeteners.

Our large health & wellness portfolio brings together all facets of wellness, in formats to fit your product and brand goals. With our extensive technical expertise, you never need to compromise on nutritional benefits or great taste.

## THE RESULT

Gummy supplements consumers love for proactive health and wellness—with less added sugars and appealing active ingredients, which also taste great.



### Apple Cider Vinegar & Cinnamon Gummy

Great-tasting gummy packed with key active plant-based ingredients to support metabolic health, blood sugar and healthy weight management... now with less added sugars.



### Heart Health Honeydew Gummy

Maximum appeal in a delicious gummy with plant sterols, plant-based vitamin E and less added sugars for heart health support consumers will love.

## NO COMPROMISE ON FUNCTIONALITY

With ADM's SweetRight® reduced sugar glucose syrup in your formulation, you can reduce added sugars in your dietary supplement without the loss of gummy functionality that's required for top performance.

### Reduced Sugar Glucose Syrup

- Reduces added sugars without losing functionality
- Easy 1:1 replacement for traditional syrups
- Pairs well with other quality low and no cal sweeteners to achieve even further reductions



# A Label that Stands Out and Stands Up

The popularity of gummy supplements makes for a crowded—and competitive—market. ADM's holistic sugar reduction approach and backed-by-science supplement solutions give you a label that is sure to stand out on the store shelf.

## APPLE CIDER VINEGAR & CINNAMON GUMMY

<b>Nutrition Facts</b>	
Serving size 2 gummies (6g) Servings Per Container 60	
<hr/>	
Amount Per Serving	
<b>Calories</b>	<b>20</b>
	<hr/>
	% Daily Value
<b>Total Carbohydrate</b> 4g	<b>1%*</b>
Total Sugars 2g	**
Includes 2g Added Sugars	<b>4%*</b>
<hr/>	
<b>Apple cider vinegar</b> 300mg	**
<hr/>	
*Percent Daily Values are based on a 2,000 calorie diet. **Daily Value not established.	

### POTENTIAL FRONT OF PACK LABEL CLAIMS:

- 300mg apple cider vinegar
- 27% reduced added sugars
- Contains cinnamon

### KEY ADM INGREDIENTS:

- SweetRight® Reduced Sugar Glucose Syrup
- SweetRight® EDGE Stevia Leaf Extract
- Natural Flavoring (Apple & Sticky Bun)
- Natural Color
- Citric Acid

## READY TO SOLVE YOUR CHALLENGES?

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## HEART HEALTH HONEYDEW GUMMY

<b>Nutrition Facts</b>	
Serving size 2 gummies (6g) Servings Per Container 60	
<hr/>	
Amount Per Serving	
<b>Calories</b>	<b>15</b>
	<hr/>
	% Daily Value
<b>Total Carbohydrate</b> 5g	<b>2%*</b>
Total Sugars 2g	**
Includes 2g Added Sugars	<b>4%*</b>
<hr/>	
<b>Vitamin E</b> 15mg	<b>100%</b>
<hr/>	
<b>CardioAid™ plant sterols</b> 200mg	**
<hr/>	
*Percent Daily Values are based on a 2,000 calorie diet. **Daily Value not established.	

### POTENTIAL FRONT OF PACK LABEL CLAIMS:

- 200g plant sterols
- 100% RDI of plant-based vitamin E
- 27% reduced added sugars

### KEY ADM INGREDIENTS:

- SweetRight® Reduced Sugar Glucose Syrup
- SweetRight® EDGE Stevia Leaf Extract
- Vitamin Blend (including ADM plant-based vitamin C & E)
- Natural Honeydew Flavor
- Natural Color
- Citric Acid

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