

WHAT IF...

YOUR CONSUMERS COULD GIVE UP CALORIES WITHOUT GIVING UP THE SATISFACTION OF A FULL-SUGAR BEVERAGE?

YOU CAN... with CP Kelco hydrocolloids.

Sugar, specifically in juice-based beverages and carbonated soft drinks, has become a hot topic in the news. New labeling laws for added sugars, proposed sugar taxes and consumer demand for lower- or no-sugar beverages are changing the landscape of sugar-sweetened drinks. Manufacturers are now turning their focus to solutions that will reduce calorie and sugar content, creating "healthier" beverages than high-sugar offerings.

Did you know . . .

- Replacing sugar is not a matter of simple substitution. Sensory properties such as body and mouthfeel make a big difference when changing sugar-sweetened beverage formulations.
- You can manipulate the taste and flavor profile of your beverage by simply adjusting the hydrocolloid.
- A small amount of a hydrocolloid can go a long way in compensating for sensory properties when reducing sugar in beverages.
- Our expertise can help you conceptualize and generate texture and mouthfeel to resemble a full-sugar beverage.
- Our solutions can often help mask residual aftertaste of certain sweeteners.

CP Kelco's specialty hydrocolloids -- such as pectin, gellan gum, cellulose gum and xanthan gum -- provide an effective means for helping beverage manufacturers address consumer demand, US FDA food labeling regulations and sugar tax laws.

As you look to move away from added sugar in low pH, fruit beverages and carbonated soft drinks, here are hydrocolloid options to help ensure your products meet consumers' expectations for mouthfeel, body and taste:

| GENU® Pectin | |
|---|--|
| <ul style="list-style-type: none"> • Clean label and consumer-friendly. • Works well with fruit flavors to provide a refreshing mouthfeel and flavor burst. • Works well across pH range of 2.8 to 4.3. | <ul style="list-style-type: none"> • Typically used in ready to drink (RTD) fruit beverages and coffee drinks. • Good body in the mouth, with slight mouth coating like sugar. |
| KELTROL® Xanthan Gum | |
| <ul style="list-style-type: none"> • Low cost in use due to very low use levels: <0.05% for most applications. • Works well across a wide range of pH values. | <ul style="list-style-type: none"> • Cold soluble; works in RTD and dry mix applications. • Initial full body in the mouth that swallows very clean. |
| CEKOL® Cellulose Gum | |
| <ul style="list-style-type: none"> • Low cost in use due to price per pound and use level of 0.02-0.2% • Works well above pH 3.5. | <ul style="list-style-type: none"> • Good body in the mouth, can mask the aftertaste of artificial sweeteners. • Cold soluble; works in RTD and dry mix applications. |
| KELCOGEL® Gellan Gum | |
| <ul style="list-style-type: none"> • Low cost in use due to low use levels 0.03 – 0.05%. • Works well across pH range of 3.5 to 7. • Cold soluble; work in RTD teas, fruit, sports and energy beverages; can mask the aftertaste of artificial sweeteners. | <ul style="list-style-type: none"> • Good body in the mouth with a clean mouthfeel and excellent clarity with long-term suspension of pulp, minerals and fortifying agents. |

CP Kelco can address the formulation challenges faced by beverage producers – and convert them into opportunities. The lessons we have learned in formulating diet beverages can apply to your efforts to reduce sugar in your products. Let CP Kelco collaborate with you to develop innovative solutions that meet not only the needs of your specific system, but also the shifting tastes and demands of the discerning consumer.

