



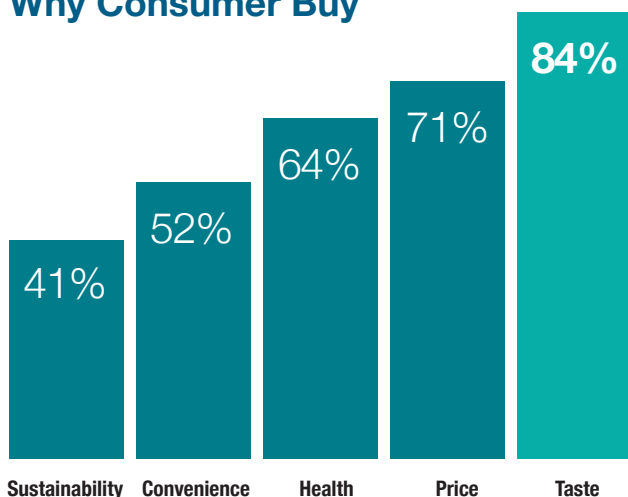
# Thinking outside the box on label-friendly snacks

# Consumers crave label-friendly snacks, but snacks won't sell unless they taste great.

## We're becoming a nation of label readers

To stay competitive in the market and retain consumers' trust, snack manufacturers must be thoughtful about their product ingredients and front-of-package claims. And they can't forget the importance of price and great taste.

### Why Consumer Buy



Source: IFIC 2016 Food & Health Survey

## Cargill can help food and beverage manufacturers reach today's more discriminating shoppers

Cargill provides ingredient solutions that align with today's shoppers' goals. Our technical experts help bring label-friendly snacks to market, as well as solve formulation challenges which may be standing in the way of a shopper-friendly, streamlined label.

Our innovative product teams are also developing novel ways to use our broad label-friendly ingredient portfolio to produce consumer-pleasing snacks.

One-third of consumers are actively reducing the amount of sugar in their diets.<sup>1</sup>

### Reduced-sugar snacks

Many snack manufacturers are reducing their sugar content with more consumer-friendly sweeteners such as stevia based sweeteners. Achieving a satisfying taste, texture and sweetness level, may be a challenge.

Our team has had success reducing sugar up to 50 percent in bars, cereals and other sweet snacks by using ViaTech® stevia sweeteners and Zerose® erythritol. For some applications, a reduced-sugar coating can help boost sweetness while keeping the total sugar content to acceptable levels.

For muffins, cookies and other baked goods, Oliggo-Fiber® chicory root fiber can provide needed bulk after sugar reduction. This naturally sourced\* ingredient also helps in browning and increases a product's fiber content.

[Label-friendly solutions.](#)

### Clean eating is a broad concept

Clean eating means different things to different people. Some shoppers avoid certain ingredients, others look for natural ingredients. Clean eating is largely driven by consumer perception about ingredients and how they are processed.

**WHAT IS CLEAR:** Many of today's shoppers perceive products with more recognizable ingredients as healthier.

## Non-GMO snacks

Cargill offers a growing number of Non-GMO Project Verified ingredients including sweeteners, fats and oils, starches, ancient grains, flours, cocoas and chocolates, and texturizers. [See our portfolio.](#)

Cargill also has a product portfolio of non-GM\*\* starches and sweeteners. These ingredients are originated from conventional sources using our KnownOrigins™ identity preservation process.

With established production lines, product segregation and documentation systems, Cargill's externally audited processes can be considered an industry benchmark system for the production of conventional (non-GM) ingredients. Native starches and sweeteners such as cane sugar and tapioca syrup can help you meet consumer demand for traceable ingredients. [See our portfolio.](#)

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Non-GMO is one of the fastest growing claims in the U.S. food industry.<sup>2</sup>

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The market for reduced-sodium foods is estimated to be \$6 billion — and growing.<sup>3</sup>

### Reduced-sodium snacks

Many consumers want to reduce their sodium intake. Cargill offers a novel way to reduce a product’s sodium level while boosting the amount of consumer-pleasing potassium on a product’s ingredient label. Cargill’s FlakeSelect® Potassium Chloride/Sea Salt combines sea salt and potassium chloride into one crystal structure via a patent-pending compacting technology.

In a side-by-side comparison of nutrition labels, consumers were more likely to purchase crackers which featured reduced sodium and increased potassium content. In a separate study, consumers were shown a box of crackers with a reduced-sodium claim on the front of the package. More than 50 percent would purchase the product made with potassium chloride.<sup>4</sup>

[Learn more.](#)

<sup>1</sup> Cargill-commissioned IPSOS study.

<sup>2</sup> Source: Mintel, March 2016

<sup>3</sup> Packaged Facts, 2016

<sup>4</sup> Cargill Salt, Perception of Potassium Chloride in U.S. Households Studies, May 2013


\*FDA has not defined natural. Contact Cargill for source and processing information. The labeling, substantiation, and decision making of all claims for your products is your responsibility. We recommend you consult regulatory and legal advisors familiar with all applicable laws, rules and regulations prior to making labeling and claims decisions, including decisions regarding natural claims.

\*\*There is no worldwide definition of the term “non-GM.” The definition of “non-GM” varies widely from country to country. Some countries have no regulatory definition of “non-GM” and some countries consider a product to be “non-GM” if is exempt from mandatory GM-labeling in that country. Requirements for mandatory GM labeling also vary widely from country to country. Various private standards groups and certifying agencies have also developed their own definitions of and standards for non-GM. As a general matter, Cargill considers a “non-GM” ingredient to be an ingredient that is produced from crops or other raw materials that are not genetically modified via biotechnology and are “Identity Preserved” throughout the supply chain from crop cultivation to product delivery.


## CONSUMER PERCEPTIONS OF Crackers Containing Potassium Chloride IN U.S. HOUSEHOLDS

**In a side-by-side comparison**  
We asked 572 U.S. households to compare two cracker products by reviewing their respective Nutrition Labels.

**Product A**  
Contains traditional salt only.




**Product B\***  
Features some of the salt with potassium chloride to reduce sodium levels.



**Households were asked:**  
Which cracker product would you be more likely to purchase?


Product A Fully Salted: 13%  
Product B with Potassium Chloride: 63%  
Either/No Difference: 24%

**In a separate study, 960 Households were surveyed:**  
With a clear Sodium Reduction claim call-out on the packaging, which cracker product would you be more likely to purchase?



**More than 1 in 2 people would still purchase Product B made with Potassium Chloride.**

Source: Cargill Salt, Perception of Potassium Chloride in US Households Studies 1 & 2, May 2013. ©2013 Cargill, Incorporated. All Rights Reserved.


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