




Ingredion®

Be what's next™



Break through the noise of the functional beverage bonanza

Demand for functional beverages is bubbling up — but what benefits stand out to consumers facing shelves of new options? Tap into our functional beverage insights and formulation expertise to inspire holistic, better-for-you beverage innovation that keeps consumers reaching for your brand again and again.



What is a functional beverage?

A functional beverage is a beverage that addresses a need state or beneficial effect. Functional beverages may address specific claims such as brain health or gut health but can also include functional ingredients such as nootropics or adaptogens for a specific function or mood state. Popular subcategories include:

Functional sodas and mocktails:

Encompass a range of consumer benefits that can support digestive health, immunity, relaxation and much more

Functional waters: Offer hydration and added health benefits with infused vitamins, minerals and botanicals

RTD coffee, teas and energy drinks: Keep consumers alert and focused using caffeine and other energy-boosting ingredients

Kombucha: Enhance digestive health with the probiotic qualities found in fermented teas

Sports and hydration drinks: Replenish and energize the body

“Functional” isn’t a fad

Beverage choice is now a lifestyle choice.¹ Consumers want beverages that make them feel good, are good for them and taste good. Together, functional benefits and better-for-you claims offer huge opportunities for innovation in the functional beverage space.

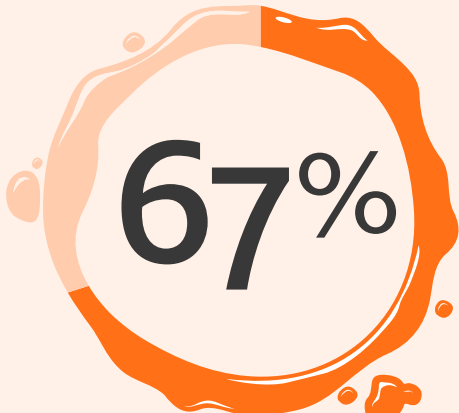
“Better-for-you” means better for your bottom line



75%

of consumers are willing to pay more for labels offering:²

- ✔ “Digestive health”
- ✔ “Immunity”



67%

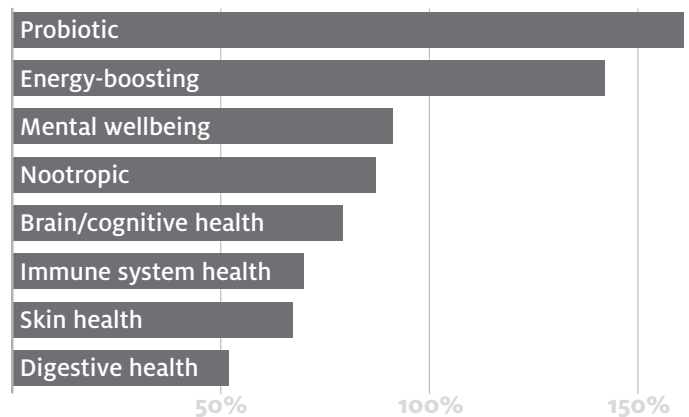
of consumers are willing to pay more for label claims of:²

- ✔ “No sugar added”
- ✔ “Reduced sugar”
- ✔ “Contains zero sugar”



Consumers are drinking up functional benefits

Fastest-growing functional beverage categories:³



What else do beverage consumers want?

Top five health benefits motivating beverage purchases:⁴

- 1 Supports overall health
- 2 Supports a healthy immune system
- 3 Excellent source of protein
- 4 Made from all-natural ingredients
- 5 Supports digestive health

What ingredients do consumers look for?⁵

- ✔ Prebiotics and probiotics
- ✔ Fiber
- ✔ Alternative sweeteners
- ✔ Protein
- ✔ Adaptogens
- ✔ Nootropics

Sources:

1. FRC Beverage Landscape Study, 2022
2. ATLAS, Ingredion Proprietary Consumer Research, 2023
3. Euromonitor, “Need States: Understanding the Future of Functional Beverages,” May 2023
4. Ingredion Proprietary Research, Nutrition Deep Dive, 2023
5. Ingredion Proprietary Research, Adult Nutritional Beverage General Purchase and Usage Behavior, 2023

Drive repeat business with functional ingredients — plus appealing tastes and textures



Make your label stand out



of consumers find it important to recognize a product's ingredients⁶



8 out of 10 consumers say fiber, prebiotics or probiotics are **“very”** or **“extremely”** relevant in their everyday diet⁴

“Reduced sugar”

is the top front-of-pack claim for consumers⁷

Most important label considerations for beverage consumers:⁵

- ✔ Sugar content
- ✔ Calorie content
- ✔ Added vitamins/antioxidants

What beverage formulators can do

Enhance nutrition

- Use clean label, non-GM and sustainably sourced ingredients
- Use ingredients not produced from major allergen sources
- Reduce sugar and optimize salt and calorie count

Create appealing sensory profiles





- Correct colors with ingredients from nature
- Offer clean flavors and build back sweetness
- Smooth out mouthfeel and reduce grittiness

Improve product functionality

- Solve problems with batch-to-batch variability
- Enhance solubility, suspension and viscosity
- Support ready-to-drink and ready-to-mix formulations

Break through with functional beverages that make a statement with every sip

Explore what's possible with end-to-end solutions for functional beverages, including proprietary insights, proven ingredients and decades of formulation expertise.

Formulation challenges	Featured solutions and expertise
 <p>Reduce sugar</p>	<ul style="list-style-type: none"> • PURECIRCLE™ by Ingredion Clean Taste Solubility Solution delivers clean, sweet taste like sugar and is 120x more soluble than standard Reb M stevia with significantly less bitterness and linger • PURECIRCLE™ by Ingredion Clean Taste Beverage Solutions optimize sugar reduction with drop-in stevia ingredients that provide clean, sweet taste, excellent functionality and improved cost efficiency at any sugar reduction level • ASTRAEA™ Liquid Allulose plant-based sweetener tastes like sugar and is about 70% as sweet; it does not appear on the total sugars or added sugars lines on nutrition labels, enabling compelling “reduced” and “lower” sugar claims • VERSASWEET® Low-sugar glucose syrups made from corn or tapioca add clean, sweet taste with 1/3 the sugar and similar functionality of traditional glucose syrups
 <p>Add fiber and digestive health benefits</p>	<ul style="list-style-type: none"> • NUTRAFLORA® P-95 fiber contains a minimum of 95% scFOS* to promote digestive health without affecting beverage appearance or taste
 <p>Enhance mouthfeel and stability</p>	<ul style="list-style-type: none"> • TICALOID® Acacia MAX gum is a high-performance emulsifier that outperforms benchmarks in stabilizing flavor emulsion concentrates in the absence of weighting agents — showing exceptional particle size stability over the shelf life • PURITY GUM® Ultra emulsifier is a high-performance modified starch that stabilizes emulsions without the need for weighting agents like brominated vegetable oil (BVO), making it ideal for matching shelf life in cost-effective formulations
 <p>Improve color and flavor</p>	<ul style="list-style-type: none"> • KERR by INGREDION™ offers formulated systems and blended solutions that add color, flavor and convenience to your products with a broad portfolio of clean label fruit, vegetable and botanical ingredients • INGREDION® Natural flavor modifiers are customized to increase sweetness and salt perception, mask off-notes, and build complementary, well-rounded taste profiles

Explore additional resources for functional beverage formulators



Reduce time to market and optimize business processes with solutions from our **Ingredion Idea Labs®** pilot plant capabilities and our **CATALYST™** program for holistic product development.



Gain an understanding of new opportunities and the market requirements for success. Access our deep applications knowledge and exclusive sensory data, voice-of-consumer and analytical capabilities, and our proprietary consumer insights program, **ATLAS**.



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Discover solutions to get your consumers to sip, smile and repeat.
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