

CASE STUDY

National Smoothie Retailer



SPLENDA® Sucralose is a Key Ingredient in Successful New Smoothies

A leading national quick serve restaurant (QSR) chain was interested in developing a lower calorie smoothie to take advantage of the consumer trend toward healthier food choices and to address competitive pressure.

They chose Tate & Lyle because the QSR was eager to retain the taste, frothiness and thickness of the full-calorie version. They had confidence in Tate & Lyle's reputation as a resourceful partner with a track record of developing successful lower calorie products using SPLENDA® Sucralose.

Lower calorie smoothies made with SPLENDA® Sucralose now comprise 30% of this chain's overall smoothie sales.

The QSR chose SPLENDA® Sucralose for two key reasons. First, it is a proven ingredient for food and beverage manufacturers. Second, the 'Sweetened with SPLENDA® Brand' logo has broad consumer awareness and acceptance. More than 1,800 products currently carry the 'Sweetened with SPLENDA® Brand' logo in the U.S., and the logo has shown to increase purchase intent.

Tate & Lyle research shows that over the last year more than 70% of U.S. households purchased at least one product with the 'Sweetened with SPLENDA® Brand' logo. This is among the highest brand penetrations in the U.S. It represents approximately 82 million households and thus, exposure to more than 200 million people.

At A Glance

Category

Beverage

Business Opportunity

A leading quick serve restaurant chain was seeking to capitalize on the growing consumer demand for great tasting, lower calorie menu offerings.

Solution

- Tate & Lyle helped to formulate a line of three great tasting fruit smoothies using SPLENDA® Sucralose, with 1/3 the calories of a regular smoothie.
- Hundreds of participating restaurants featured the 'Sweetened with SPLENDA® Brand' logo extensively on in-store POP, online and print marketing materials.

Results

- Lower calorie smoothies made with SPLENDA® Sucralose enjoyed a successful launch, surpassing expectations.
- Lower calorie smoothies made with SPLENDA® Sucralose now comprise 30% of this chain's overall smoothie sales despite offering just three flavors.

CASE STUDY

National Smoothie Retailer

Research also confirms that the logo stands for good taste and health. Of diabetic households, 60% have increased purchase interest when they see the logo. Overall, 42% of Americans are more interested in buying a product when it features the 'Sweetened with SLENDA® Brand' logo.

Reformulation for Success

Tate & Lyle's research and development team created a product that cut calorie content by 1/3 that of a regular smoothie and met the QSR's expectations for taste, mouthfeel and consistency. Operationally Tate & Lyle was able to ensure that the new smoothie didn't require any special storage or preparation at retail.



To drive interest in trial, the QSR promoted the new lower calorie smoothie heavily and used the 'Sweetened with SLENDA® Brand' logo extensively. The logo appeared on the website, store signs, menu board, check-out POS, wearable stickers and pins, tray liners, placemats, counter mats, coupons and even emails.

Sweet Success

Based on initial success with the first lower calorie flavor, the QSR went on to develop two additional smoothie flavors with another on the way. Today these varieties make up 30% of the QSR's overall smoothie sales.

Overall, 42% of Americans are more interested in buying a product when it features the 'Sweetened with SLENDA® Brand' logo.

The high quality of the end product was key to its success, and the significant recognition that the SLENDA® brand enjoys undoubtedly helped to generate interest in trial. SLENDA® Sucralose has high visibility, it is on the shelves of millions of stores (and homes) nationwide, and consumers have confidence that SLENDA® Sucralose is an ingredient and brand they can trust.

To learn more about how reformulating with SLENDA® Sucralose can help improve your bottom line, contact us at enquiries.sucralose@tateandlyle.com