



What if you could create a delicious orange drink that **costs significantly less**, and has **50% fewer calories**?

Carbonated Orange Drink OPTIMIZE[™]

With today's high commodity prices, beverage manufacturers are challenged to reduce recipe costs. One cost optimization approach is to reformulate beverages towards less sugar. In addition, reducing sugars and calories can help to seize market share. After all, 70% of European parents feel kids eat too much sugar in their diet.*

Our OPTIMIZE[™] concept offers:

- **A 2-digit sweetener cost reduction****
- **A 50% calorie reduction** through the combination of SPLENDA[®] Sucralose and FRUCTOPURE[®] Fructose
- **No compromise on taste** – High quality sweetness with SPLENDA[®] Sucralose and boosted fruitiness with FRUCTOPURE[®] Fructose



Our OPTIMIZE[™] formulation service helps manufacturers create products that are more cost effective and taste just as good.

Contact our team for more information:

Tate & Lyle Innovation Centre

T: +33 (0) 328 777 000
 F: +33 (0) 328 777 198
 E: solutions.e@tateandlyle.com
 W: www.tateandlyle.com

NUTRITION INFORMATION

Per 100 ml
 Carbonated Orange Drink
 OPTIMIZE[™]:

Energy _____ 20kcal
 Protein _____ 0g
 Carbohydrate _____ 5g
 of which sugars _____ 4g
 Fat _____ 0g
 of which saturates _____ 0g
 Fibre _____ 0g
 Sodium _____ 8mg

Per 100 ml
 Full Sugar standard recipe:

Energy _____ 39kcal
 Protein _____ 0g
 Carbohydrate _____ 10g
 of which sugars _____ 9g
 Fat _____ 0g
 of which saturates _____ 0g
 Fibre _____ 0g
 Sodium _____ 8mg