

2014 global beverage trends

- Top 10 trends seen across the soft drinks category

1

NATURALLY SWEET

• Whether products are naturally sweet from fruit, honey, cane sugar or stevia, natural sweetness is on trend for this market, as a preference to artificial sweeteners

2

SEEDS AND GRAINS

• For texture, health and visual appeal, seeds and grains are being applied to a wide range of beverages and this trend definitely has more potential for future growth

3

HYBRIDS

• Hybrid product innovation is a trend across the board in the food industry. Beverages combining attributes of different styles drinks is a fast moving trend

4

COLD PRESSED AND RAW

• This concept is being applied to a wide range of beverage ingredients such as coffee, cocoa and fruits, for higher nutritional benefits and improved flavor

5

BREAKFAST OCCASIONS

• Along with breakfast cereal, manufacturers entering this space, new beverage concepts for breakfast continue to emerge to challenge traditional breakfast beverage ideas

6

HERBS AND SPICES

• Whether products are naturally sweet from fruit, honey, cane sugar or stevia, natural sweetness is on trend for this market, as a preference to artificial sweeteners

7

COCKTAIL HOUR

• Cocktail inspired flavors and formulations are allowing consumers to indulge alcohol-free all day long. These types of beverages could also be considered for evening consumption

8

COCONUT WATER

• Coconut water continues to go from strength to strength, with a wide range of flavorings now being applied. The use of green coconut water and raw coconut water is a point of differentiation

9

FIBER FOCUS

• Fruit juices in particular are being used as a mode of delivery for additional fiber, providing a convenient way for consumers to get a daily dose of fiber

10

FRUIT AND VEGETABLE FUSIONS

• Fruit and vegetable blends with nutritional punch are becoming more common out of shot formats and along similar lines, gazpacho style beverages continue to emerge



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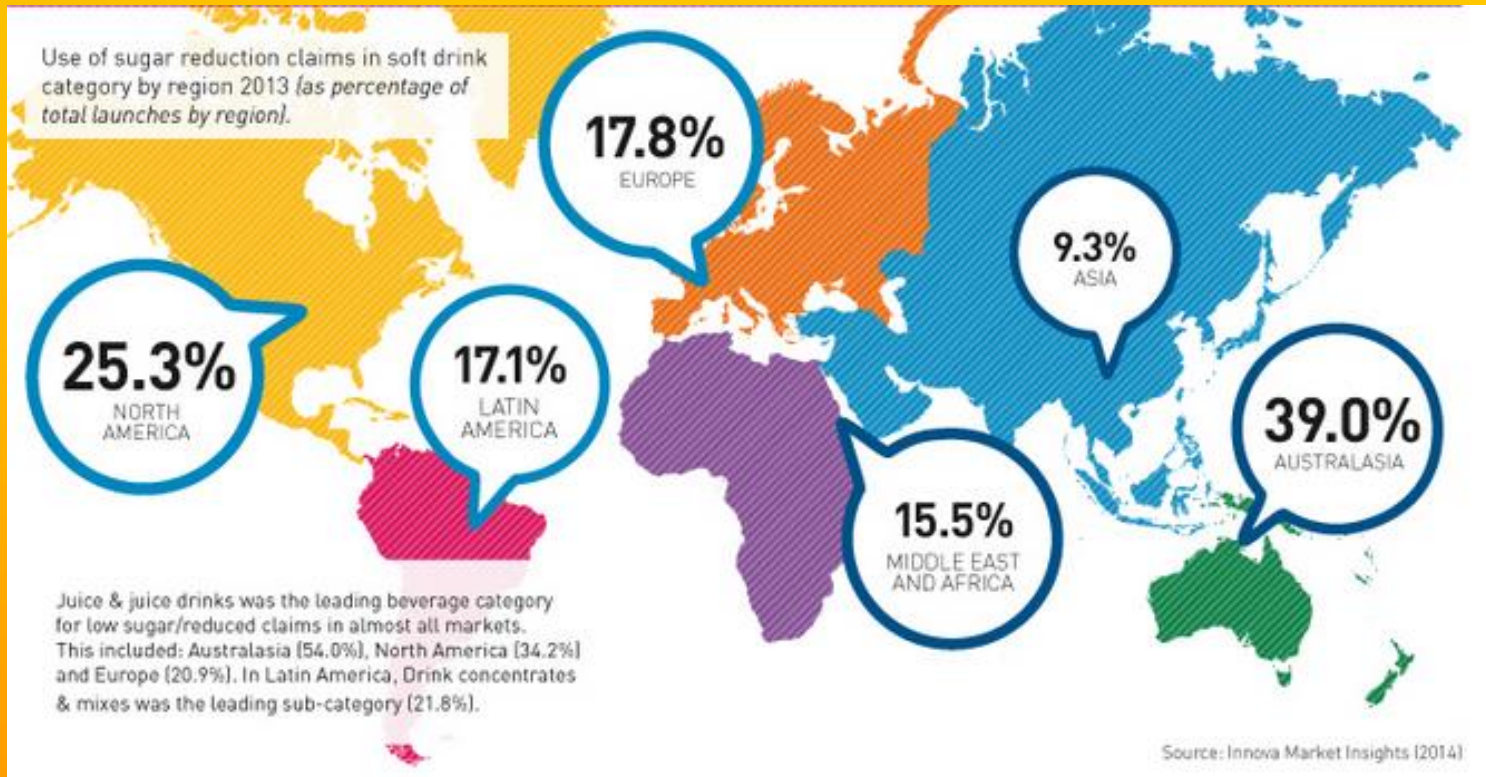
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Sugar reduction claims by region

- North America and Australasia lead the world in sugar reduction claims



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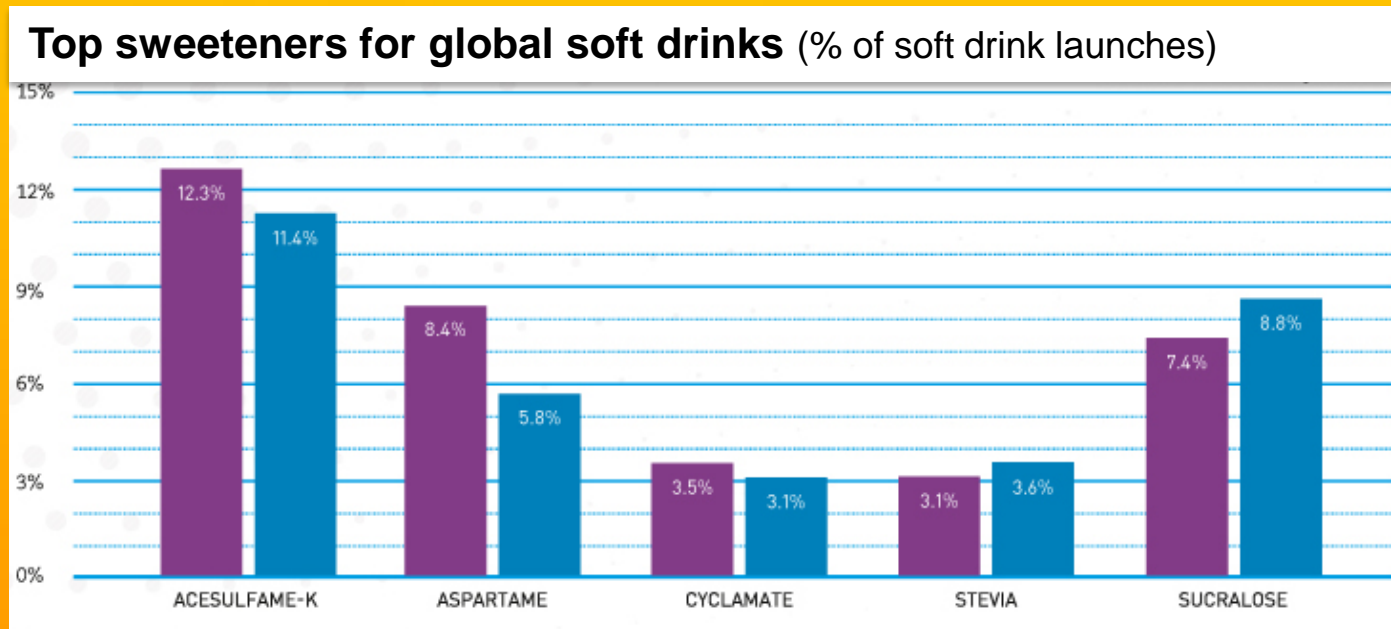
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High intensity sweetener choices are shifting

- Only stevia and sucralose showed an increase in penetration in beverages



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Sugar reduction and natural are key themes in beverage

Top 5 key claims for soft drinks in 2014



1 NO ADDED SUGAR

This claim is being emblazoned on front-of-pack for many types of beverages and satisfies current sugar free and clean eating health trends.



2 SWEETENED WITH NATURAL FRUIT

Playing off fruits' inherent sweetness attributes, manufacturers are using this claim angle as it has more natural health appeal.



3 100% NATURAL CANE SUGAR

Despite the widespread use of natural sweeteners such as stevia and agave syrup, claims by manufacturers promoting the use of real sugar, natural cane sugar and similar in soft drinks is gaining traction.



4 NO ASPARTAME

Products which are indeed aspartame free are flaunting this to capitalize on recent health scares reported concerning aspartame.



5 STEVIA

The use of this natural sweetener is often combined with sugar reduction claims. Many green leaf logo designs are being used front-of-pack to indicate that products contain stevia.



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Flavor fusions abound

- Top 10 flavor combinations in soft drinks

	PINEAPPLE, MANGO & JACKFRUIT		SALTED CARAMEL LATTE
	WHITE CHOCOLATE & COCONUT		MANGO, PINEAPPLE & PERSIMMON
	STRAWBERRY, LEMON & MINT		GRAPE & MIRABELLE
	APPLE & DRAGONFRUIT		CHERRY & ROSE
	GREEN TEA & LYCHEE		STRAWBERRY & RHUBARB



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