

fiber



**digestive
health**

**Vegan Mint Chocolate
Chunk Frozen Dessert**



Fibersol[®]
Case Study



Vegan Mint Chocolate Chunk Frozen Dessert

Creamy, dreamy and decadent, this vegan frozen treat delivers outstanding taste and texture—with the added benefit of nutrition. The rich chocolate chunks are perfectly balanced with refreshing mint flavor. With added fiber, high in protein and low in sugar, this dessert's flavor and functional ingredients are 'mint' to be together.



Nearly **70%** said they would NOT purchase a product again if it caused digestive discomfort¹

Sugar reduction becomes **47%** more important when consumers are shopping for plant-based food and drink products⁴

69% of U.S. plant protein consumers have tried dairy alternative ice cream³

74% of global consumers say they snack on protein ice cream²

¹ ADM Outside VoiceSM Fiber Consumer Study, 2019
² FMCG Gurus "Top 10 Trends for 2020" Report, January 2020
³ ADM Outside VoiceSM "Global Plant Protein Consumer Discovery" Report, August 2020
⁴ ADM Outside VoiceSM "U.S. Consumers & Sugar Reduction" Report, 2020

A Fiber-Forward, MMM-Minty Eating Experience

This delightfully delicious mint chocolate chunk frozen dessert is lower in sugars and powered with dietary fiber and plant protein nutrition, for an alternative dairy treat consumers can feel better about. Fibersol[®] brings more than just the fiber—it rounds out the taste and any off notes, without the digestive intolerance of other better-for-you frozen desserts.



Thanks to Fibersol®, your frozen dessert is now better tolerated and includes plant nutrition with less added sugars and creamy indulgence.

CHALLENGE:

Creating a delectable, non-dairy frozen dessert that delivers more function with fiber and protein, along with a great taste experience for the consumer. Reducing sugar and calories in frozen desserts can lead to a hard, crystallized, disappointing experience.

SOLUTION:

This frozen dessert kicks things up a notch with sugar reduction—and better nutrition—that doesn't sacrifice on taste, tolerance or creaminess. Fibersol® and plant-based sweeteners work together to not just replace sweetness, but also bring the same mouthfeel and functional properties of sugar. We draw on decades of technical ingenuity and taste expertise to address challenges associated with dairy alternatives.

RESULT:

A creamy mint chocolate chunk dairy alternative frozen dessert with the added benefits of well-tolerated dietary fiber, plant nutrition, high protein and low sugar. A refreshingly better-for-you treat consumers will crave.



With Fibersol®, you can add fiber and soluble solids in replacement of fat without triggering the deterioration by freezing point depression. Smaller ice crystals = smooth, creamy texture.

- Adds fiber
- Reduces fat
- Maintains mouthfeel

HOW THE LABEL ADDS UP:

This vegan mint chocolate chunk frozen dessert features just 6g of sugar—and the added bonus of 17% of the daily value of dietary fiber per serving. The high fiber content in many ‘health halo’ frozen desserts may cause discomfort, but in our version, well-tolerated Fibersol® keeps consumers at ease.

| Nutrition Facts | | | | |
|------------------------|------|----------------------|----------------------|----------------------|
| Serving size | | 2/3 cup (85g) | | 1 pint (280g) |
| | | Per serving | Per container | |
| Calories | | 90 | 310 | |
| | | % DV* | % DV* | |
| Total Fat | 4g | 5% | 14g | 18% |
| Saturated Fat | 3g | 15% | 10g | 50% |
| Trans Fat | 0g | | 0g | |
| Cholesterol | 0mg | 0% | 0mg | 0% |
| Sodium | 50mg | 2% | 160mg | 7% |
| Total Carbs. | 14g | 5% | 47g | 17% |
| Dietary Fiber | 5g | 17% | 18g | 64% |
| Total Sugars | 6g | | 21g | |
| Incl. Added Sugars | 5g | 10% | 17g | 34% |
| Protein | 4g | | 13g | |
| Vitamin D | 0mcg | 0% | 0mcg | 0% |
| Calcium | 5mg | 0% | 18mg | 2% |
| Iron | 1mg | 6% | 4mg | 20% |
| Potassium | 30mg | 0% | 97mg | 2% |

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

ALLERGENS:

Soy, Tree Nuts (Coconut)

INGREDIENTS:

ADM PROPRIETARY PLANT PROTEIN BLEND, FIBERSOL®, ADM ALLULOSE, ADM STEVIA, ADM SUGAR, ADM MINT EXTRACT, ADM CHOCOLATE FLAVOR, COCOA, ADM SOY PROTEIN MASKER (NATURAL FLAVOR), ADM NATURAL MILK MOUTHFEEL ENHANCER, ADM COLORS FROM NATURE®, ADM COCONUT OIL, ADM SUNFLOWER LECITHIN

Potential front of pack label claims:

- Vegan
- 5g Fiber per serving
- 4g Plant Protein per serving
- 6g Sugar per serving
- Gluten Free
- Non-GMO Ingredients

The majority of consumers will not purchase a product again if it caused gastrointestinal discomfort

KEY INGREDIENTS:

Fibersol®, ADM Sugar Reduction Technology, ADM Proprietary Plant Protein Blend

Fibersol® is proven well tolerated as high as 68 grams per day



READY TO SOLVE YOUR CHALLENGES?

Contact us today to get the scoop.

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