

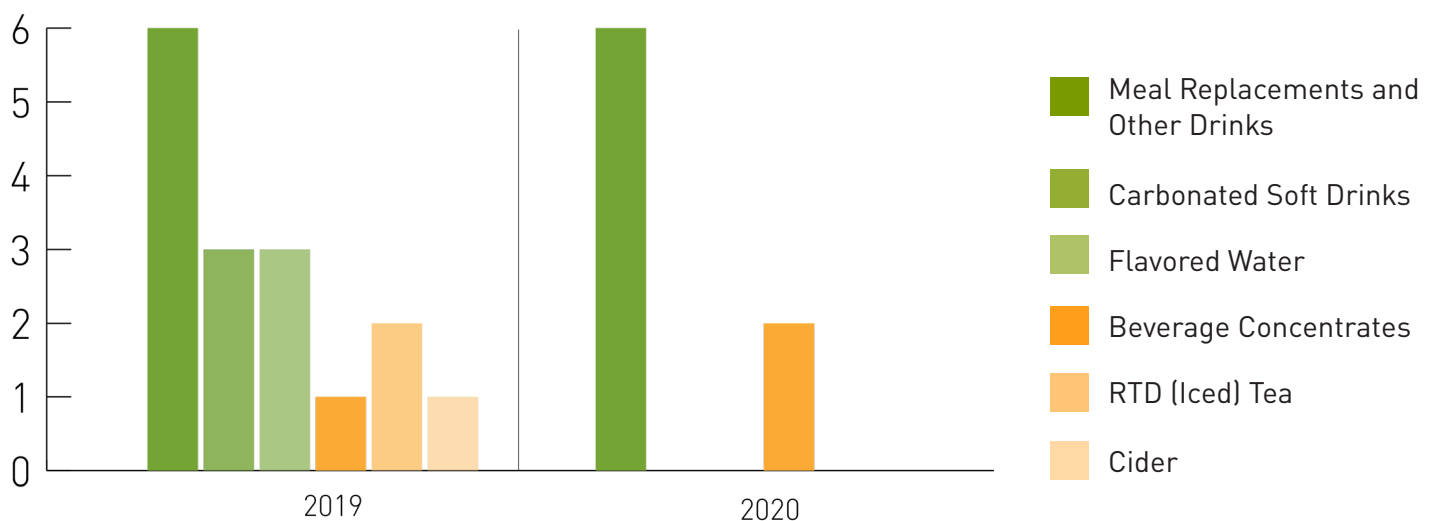


Tropical Sparkling Shrub Beverage

Trending: Vinegar-based beverages

While some may know “shrub” as a type of plant, it is also an emerging term in the beverage world for vinegar-based drinks. Vinegar has been used for centuries for perceived health benefits and remedies, but in the modern world, consumers are turning to vinegar, specifically apple cider vinegar, for its potential health benefits. Within the beverage category, there is a niche of emerging launches using apple cider vinegar:

Beverage launches with apple cider vinegar, US, CY2019 - CY2020¹



Can a vinegar-based beverage taste good?

Our latest beverage prototype proves that it indeed can. Our Tropical Sparkling Shrub beverage was designed to offer a sweet, delicious taste while delivering the apple cider vinegar that consumers seek and a consumer-friendly label. The foundation of the taste profile is well supported by the combinatorial usage of two powerhouse stevia leaf extracts, allowing a brand to offer clean label positioning. To boost the healthy halo a vinegar-based drink, soluble corn fiber can not only balance the mouthfeel and work in partnership with stevia to mitigate the off-notes of apple cider vinegar but also provides prebiotic benefits and the potential to make an excellent source of fiber claim.

Nutrition Facts	
servings per container	
Serving size	355 g
Amount per serving	
Calories	20
	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 9g	3%
Dietary Fiber 8g	30%
Total Sugars 0g	
Includes 0g Added Sugars	0%
Protein 0g	
Vitamin D 0µG(0µg)	0%
Calcium 0mg	0%
Iron 0mg	0%
Potassium 5mg	0%

*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2000 calories a day is used for general nutrition advice.

INGREDIENT STATEMENT: carbonated water, **Soluble corn fiber**, apple cider vinegar, lemon juice, pineapple juice, mango puree, natural flavors, **stevia leaf extract**.

Our Solutions



Source:1) Mintel GNPD, 2021.

The applicability of label claims and the regulatory and intellectual property status of our ingredients varies by jurisdiction. You should obtain your own advice regarding all legal and regulatory aspects of our ingredients and their usage in your own products to determine suitability for your particular purposes, claims, freedom to operate, labeling or specific applications in any particular jurisdiction.

Whatever challenges you're facing, wherever you are in the world, we can help you craft innovative solutions that bring healthier, tastier foods and beverages to your consumers.

Contact your sales representative today to learn more about partnering with Tate & Lyle.

www.tateandlyle.com