

Solving for health and wellness, taste and affordability

How we helped improve taste on a tea with reduced sugar and reduced costs

Opportunity

As health awareness grows, consumers are actively looking to reduce their sugar intake — without giving up the sweetness they enjoy. For beverage manufacturers, this creates a clear brief: deliver meaningful sugar reduction while protecting the taste quality that matters most to manufacturers and their consumers.

Customer Challenge

A black tea manufacturer needed to reduce sugar in their formulation without compromising on taste — and wanted to achieve a cost saving versus their full-sugar recipe at the same time. The challenge was finding a solution that could deliver both without requiring significant changes to their existing manufacturing process.

Solution Drawing on Tate & Lyle Sensation™

Drawing on our sensory expertise, we recommended Zolesse™ — a glycosylated stevia extract (GSG) that reduces the bitterness, aftertaste, and linger typically associated with stevia. The result was a 15% reduction in sugar usage, a cleaner and smoother sweet taste, and a cost-efficient formulation that required no significant process changes.

Differentiation

Zolesse™ provided taste body & mouthfeel and cleaner taste profile while achieving meaningful cost savings. Its ease of use meant the customer could move from recommendation to implementation with minimal disruption.

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Label / Ingredient

Natural Flavour

Zolesse™ Natural
Flavour

Cost Reduction

6%



Calories Added

0



Process Time Added

0



Sugar Reduction Achieved

15%