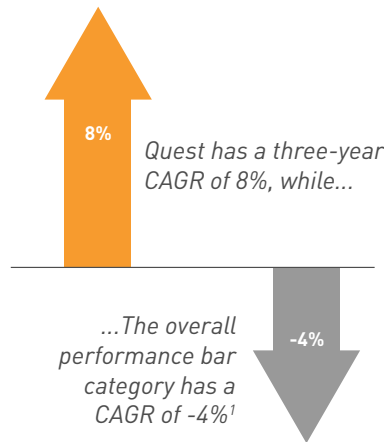
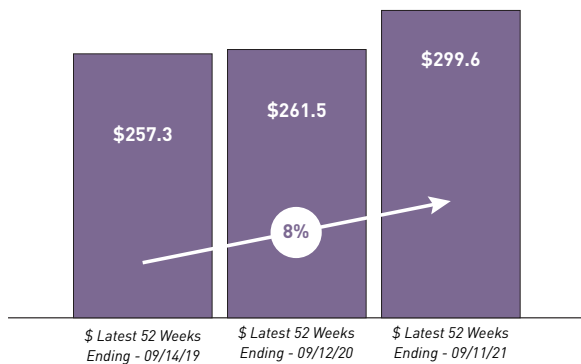


TRENDS IN ACTION

MEETING CONSUMERS' INTEREST FOR LOW SUGAR AND CARB BARS WITHOUT SACRIFICING TASTE AND TEXTURE



US Retail + Conv. Quest Bar Sales (\$M)¹



70%

of consumers perceived this product as "healthy."²

Compared to 59% for the overall snack/cereal/energy bar category

SOURCE: 1) Nielsen Retail + Conv. In the US \$M, 2) Mintel Purchase intelligence, 2021
PHOTO: Manufacturer's website



Nicole Redini
Category Strategy Manager
Nutrition, North America

"Utilizing ingredients like allulose and soluble corn fiber enables Quest to produce bars with only 3g of net carbs and only 1g of sugar while maintaining a soft and chewy texture. Despite COVID-19's impact to growth in the overall bar category, Quest shows strong performance and continues to gain share."

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

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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.