



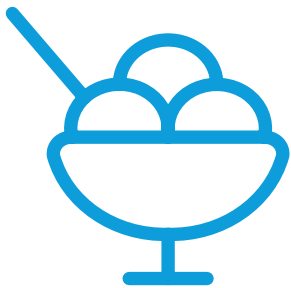
Ice Cream and Frozen Desserts - Permissible Indulgence

Continued consumer focus on health may impact indulgent categories

According to Mintel, about 76% of US consumers make various efforts to eat healthfully¹, but the question remains on how much space remains to indulge and how can formulators balance taste and health appropriately to help consumers feel good about their choices. While the majority of US consumers are reading ingredient and nutrition labels, dairy ice cream purchasers are paying particular attention to certain nutritional content² :

	Read ingredient labels	Read nutrition labels	Looks for calories	Looks for total sugar	Looks for fiber	Looks for carbohydrates
U.S. Consumers	79%	81%	57%	40%	23%	40%
Ice Cream Purchasers	79%	81%	57%	52%	23%	40%
Frequent Ice Cream Purchasers*	88%	89%	44%	46%	27%	41%

Additionally, research shows that consumers have reduced and continue to plan on reducing their sugar intake, which could affect consumption occasions and frequency for indulgent categories²:



64%

of ice cream purchasers note they have changed their intake of sugar over the past year

23%

of ice cream consumers have decreased their sugar intake by decreasing the amount of full-sugar foods consumed

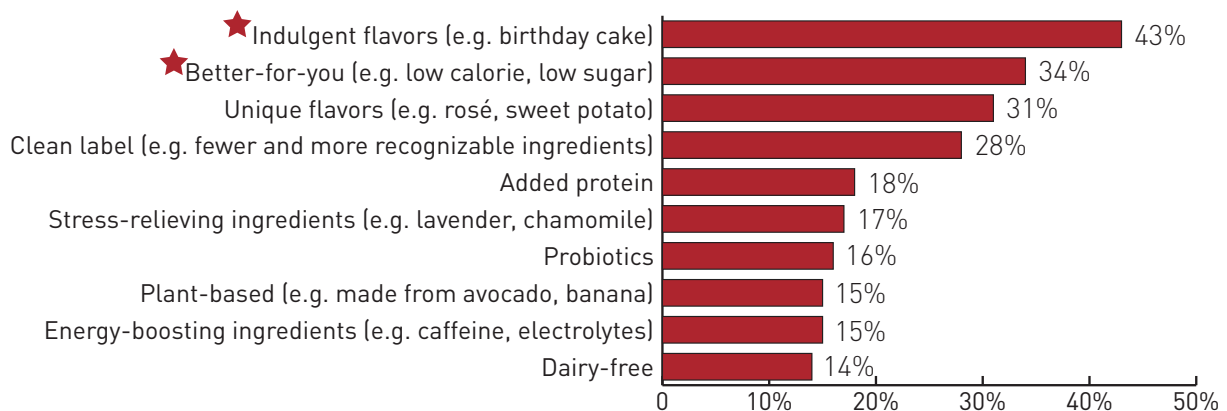
56%

of ice cream purchasers plan to reduce their sugar intake over the next 12 months

The innovation journey to balance taste and health has many paths for brands to consider

Indulgence and health are both of interest, and the ice cream industry has innovated to meet consumer demands. However, product success will ultimately hinge on taste and texture in addition to appealing to what claims and benefits may motivate purchase.³

Motivators for frozen-treat trial



*Frequent purchasers include those consumers who stated they purchase ice cream and frozen yogurt daily or several times a week. Sources: 1) Mintel Report, Better for You Eating Trends, US, June 2018. 2) Tate & Lyle Proprietary Research, January 2020. 3) Mintel Report, Ice Cream and Frozen Novelties, US, April 2020.

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.

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