

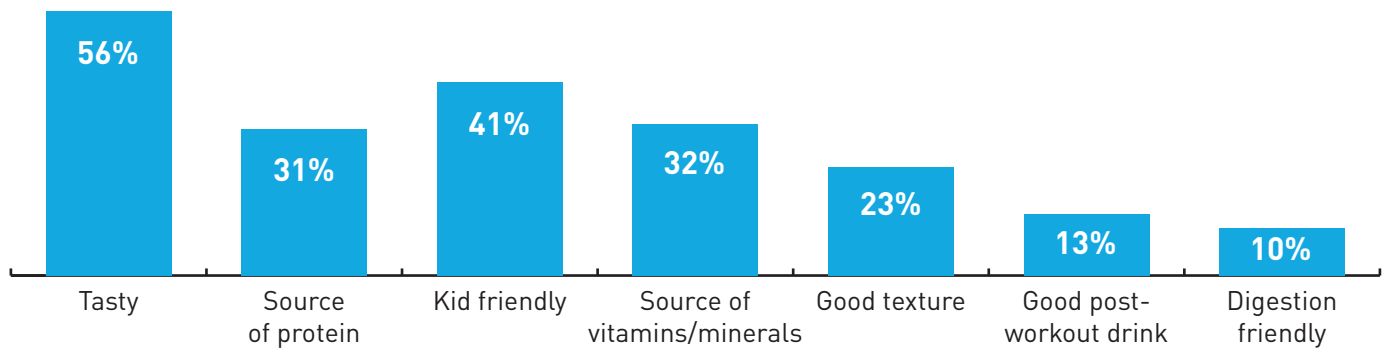


## Flavored Dairy Beverages

### Consumers turn to flavored dairy beverages for taste and nutritional benefits

Flavored dairy beverages, like chocolate milk, have been a classic staple in consumer kitchens for their tastiness and family-friendly nutritional benefits, like vitamins, minerals and protein content.

Associations for Flavored Dairy Milk<sup>1</sup>



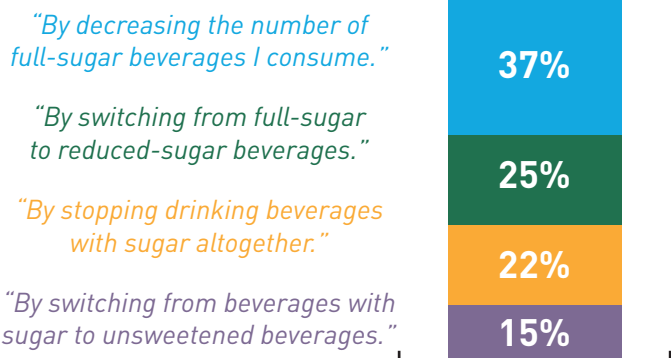
### However, consumers are paying more attention to their sugar intake to make healthier choices for their lifestyle needs

There are several reasons why consumers are reducing their sugar consumption. Many say they are trying to make healthier food and beverage choices to help manage their weight and reduce the risk of chronic disease. Even flavored dairy beverage consumers are reducing their sugar intake to improve their health and see sweeteners as viable solutions to control sugar intake and manage costs.

## 40%

of US adults that drink flavored dairy beverages have changed their beverage consumption behavior over the past 12 months to reduce their sugar intake<sup>2</sup>

### How have these consumers reduced their intake of sugar??



## 65%

of US consumers agree non-artificial sweeteners are acceptable to control sugar content<sup>2</sup>

## 60%

of US consumers agree non-artificial sweeteners are acceptable to keep prices down due to food and beverage taxes<sup>2</sup>

Sources: 1) Mintel, Dairy and Non-dairy Milk: Incl Impact of COVID-19, US, October 2020. 2) Tate & Lyle Global Consumer Ingredient Perception Research, January 2020, US; US dairy beverage adult consumers n=169. Variable base sizes by question.

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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