

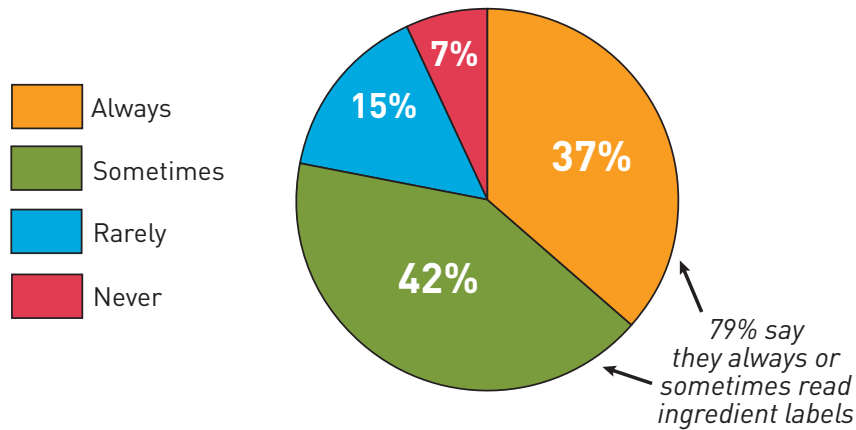


Beverages – Juice

Juice drinkers pay attention to labels

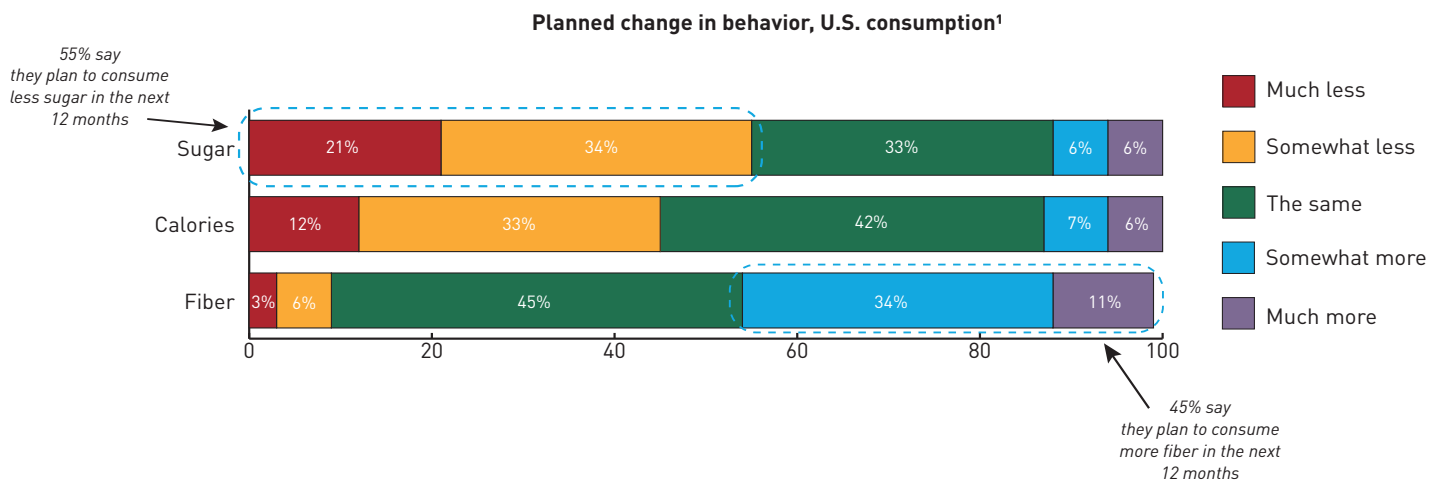
Ingredient selection is important because the overwhelming majority of consumers read ingredient labels, especially frequent juice drinkers.¹

How often frequent juice drinkers read labels



Many consumers plan to adjust their consumption habits

When asked, “How much, if any, do you plan to change your consumption of the following items over the next 12 months? Would you say you plan to consume each item...”¹



According to Mintel Purchase Intelligence, juice drinks with less or reduced sugar are perceived as healthier choices by consumers compared to benchmark.²

Source: 1) Tate & Lyle Primary Research, 2020. 2) Mintel Purchase Intelligence.

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