



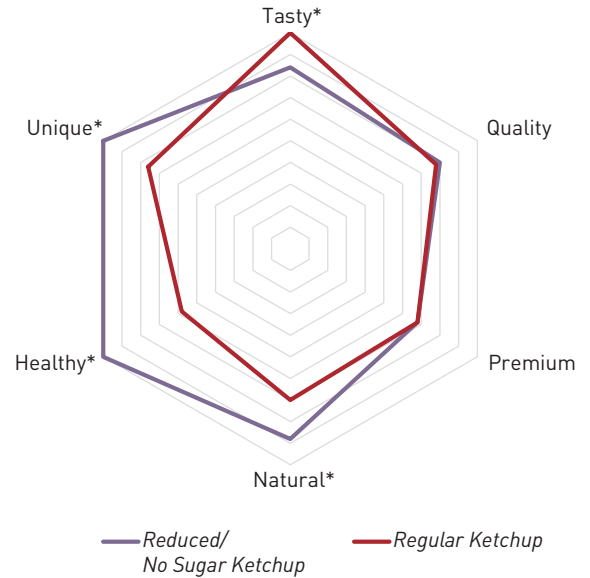
## Sauces and Dressings - Sugar Reduction

### Jumping on the “better-for-you” bandwagon

While it may not seem apparent, even sauces and dressings can improve their nutritional profile to appeal to increasing consumer interest in health, particularly with younger consumers. Sugar reduction is one easy way for classic condiments to keep up with evolving consumer needs.

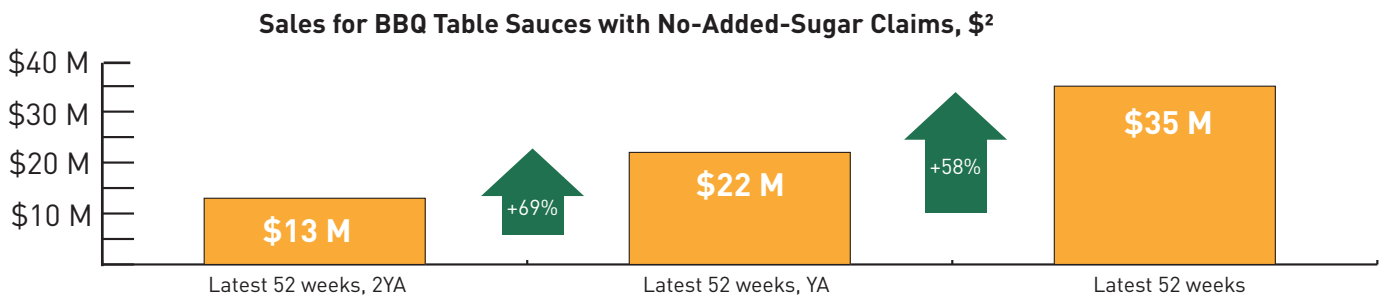
**The average serving size of ketchup contains 4 grams of sugar per tablespoon<sup>1</sup>**

**Compared to Regular Ketchup, consumers perceive Reduced/No Added Sugar Ketchup as being<sup>2</sup>...**



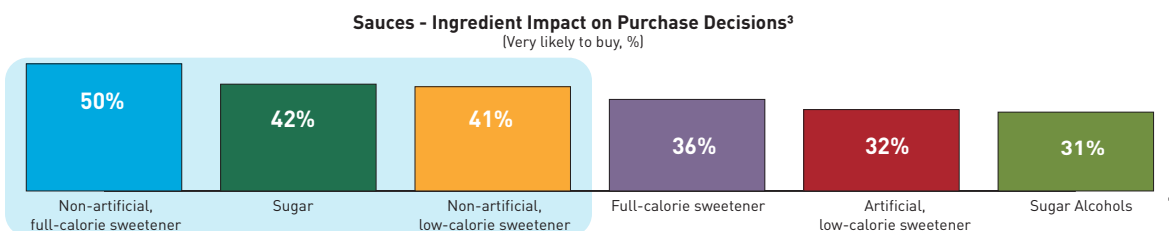
### Opportunity for sugar reduction extends through the condiment aisle

Barbecue sauces with No Added Sugar claims are seeing commercial success, indicating sugar reduction is an important better-for-you attribute to consumers and that opportunity make exist for table sauces that contain sugar.



### Success can be strengthened by leveraging the right sweetening solutions

Non-artificial sweeteners are more likely to drive purchase interest, but taste should not be sacrificed, as consumers will always value in taste in their purchase decisions.



\*statistically significant difference at the 95% confidence level.

Sources: 1) Mintel Purchase Intelligence, 2020. 2) Nielsen xAOC + Conv., 52 weeks ended Oct. 3, 2020. 3) Tate & Lyle Proprietary Research, 2020 Global Consumer Ingredient Perception Research - US.

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