



SELECTING THE RIGHT
NATURAL
SWEETENER:
CAROLINA SWEET



Carolina Innovative
Food Ingredients, Inc.

CAROLINA
• SWEET •

CLEAN LABEL SWEETENER



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Selecting the Right Natural Sweetener: Carolina Sweet

Diet trends and health concerns come and go, but they can have a major effect on food brands while they last. Currently, sugar reduction has the spotlight among health officials and consumers alike.

A number of municipalities across the country have introduced taxes on soda and sugary drinks, largely with the aim of reducing consumption of added sugars. Additionally, recent FDA updates to the nutrition label require brands to disclose added sugars.

The taxes and labeling changes position sugar consumption as a significant health problem, and consumers largely seem to agree. Consider the following data from recent surveys:

- 84% of adults in the US report limiting their sugar consumption
- 51% of consumers say a healthy diet should be low in sugar
- 81% of consumers check food and drink labels for the amount of sugar
- 76% of consumers buy items labeled low, no, or reduced sugar
- 63% of consumers purchase food and drink with natural sugar substitutes (e.g. monk fruit, stevia)

These figures suggest that brands need to be developing more applications using alternative sweeteners to reduce or eliminate conventional added sugars. Though sugar reduction may be

a health trend, legislative shifts and the intensity of consumer feeling in this regard should maintain the need for solutions well into the future.



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NATURAL SWEETENER ATTRIBUTES

	Made in the USA	Vegan	Non-GMO	Fructose g/100g	Calcium mg/100g	Iron mg/100g	Magnesium mg/100g	Potassium mg/100g	Calories /100g
Carolina Sweet	✓	✓	✓	6	65	1	51	2470	283
High fructose corn syrup	✓	✓		55	0	0	0	0	281
Agave nectar	✓	✓	✓	70-90	1	1	1	1	310
Honey	✓		✓	40-48	6	1	2	52	304
Tapioca syrup		✓	✓	0	10	1	0	0	310
Brown rice syrup	✓	✓	✓	0	95	1	N/A	36	313

* not strictly made in the usa

Comparing Natural Sweeteners

Given the sugar reduction trend, natural and alternative sweeteners have a bright future, and food and beverage companies are exploring ways to employ them in more products. When working with these nontraditional ingredients, however, formulators must consider the goals and desired attributes for the application in question.

Many alternative sweeteners are available on the market, with various strengths and weaknesses. Depending on the application, formulators must carefully assess the appropriate sensory profile as well as desired health and clean label attributes.

Brands seeking a clean label sweetening solution that adds vegetable servings and a health halo need to consider Carolina Sweet from Carolina Innovative Food Ingredients. Carolina Sweet is our higher Brix, vegetable-based clean label replacement for other sweeteners, which compares favorably to popular ingredients like agave syrup, honey, brown rice syrup, and high fructose corn syrup.

An Innovative Sweetening Solution

In terms of appeal, Carolina Sweet hits the sweet spot: it meets the needs of purchasing agents and product developers, as well as the desires of customers. Sourced from a consistent supply of USA-grown sweet potatoes, Carolina Sweet is lower in cost and higher in minerals than other

leading natural sweeteners. Carolina Sweet also has low fructose content. Additionally, customers already know of the health halo that surrounds sweet potatoes: six out of 10 consumers surveyed consider sweet potato juice healthier than leading fruit-based sweeteners. Carolina Sweet harnesses the health halo and trend appeal of the sweet potato for your applications.

In addition, Carolina Sweet naturally adds more body to a sauce, which allows for the reduction or elimination of thickeners like xanthan gum and modified corn starch. For new products Carolina Sweet can help brands achieve a totally clean label, free of less desirable or unfamiliar food additives.

With higher mineral and lower calorie content than other popular natural sweeteners, Carolina Sweet offers an ideal clean label sweetening solution option for premium applications like sauces, baked goods, and others.

In addition to Carolina Sweet, CIFI offers a wide variety of sweet potato-based concentrates and dehydrated ingredients in a variety of colors, acidities, and pack sizes. To learn more about Carolina Sweet or any of CIFI's other ingredients, **visit our website** or **get in touch**.



Soda Tax Sources:

Berkeley, [USA Today](#)

Philadelphia, [Philly.com](#)

San Francisco, Oakland, Albany, Boulder, [SFGate](#)

Cook County, [Chicago Tribune](#)

Santa Fe, [U.S. News and World Report](#)

Sweetener Attribute Sources:

Information included in the attributes chart is extrapolated from established nutritional data; figures do not reflect physical testing, where results may vary

High fructose corn syrup, agave nectar, honey, tapioca syrup, and brown rice syrup attributes deduced from the [USDA Branded Food Products Database](#)

High fructose corn syrup, [NutritionData.com](#)

Brown rice syrup, [LIVESTRONG](#)

Tapioca syrup, [Nutritional Outlook](#)

Carolina Sweet attributes were determined through testing by [Microbac Laboratories](#)