



GrainSweet™

LIQUID MALTODEXTRIN
FOR ACTIVE NUTRITION

Challenge: Solved

A SWEET SUCCESS CASE STUDY





GrainSweet™

LIQUID MALTODEXTRIN
FOR ACTIVE NUTRITION

A better
solution for
on-the-go
nutrition



Appeal to Active Consumers with Stronger Performance

Consumers with active lifestyles desire on-the-go nutrition that tastes great and supports their physical performance. GrainSweet® liquid maltodextrin delivers, helping manufacturers with ease of production and aligning with the performance benefits consumers are seeking.

Liquid maltodextrin offers low sugar content for a more appealing label and easy-to-absorb energy, all with cleaner taste. Beyond consumer-friendly label benefits, it offers formulators and manufacturers more ease, efficiency and extended shelf life. See how this comes to life in our: Fruit-Flavoured Caffeinated Sport Gel and Cinnamon Cookie Vegan Meal Replacement formulations.



48% of consumers say they have switched from traditional snacks to high protein/low sugar alternatives.¹



34% of consumers use on-the-go formats typically in the early or mid-morning.²



25% of consumers skip breakfast at least 3x/week.¹

¹ FMCG Gurus – Active Nutrition consumers – How to get it right? Western Europe, North America, Australia

² FMCG-Gurus-Custom-Survey-Geographical-Active-Nutrition-Q3-2021

On-the-go energy solutions and meal replacement beverages fuel active consumers' desire for great taste and performance.

CHALLENGE

Providing active consumers nutritional beverages with lower sugar content and an easy-to-absorb energy source for their during-workout and meal-replacement needs.

SOLUTION

Highly versatile, do-it-all GrainSweet® liquid maltodextrin delivers a variety of functional benefits and production efficiencies without interfering with the taste of your finished product.

THE RESULT

Two high-performing products that align business demands with active consumer values to stand out on the shelf.

Sweet Success Case Studies



Fruit-Flavoured Caffeinated Sport Gels

These sport gels feature the carbohydrate fusion of maltodextrin and fructose, plus caffeine optimized for consumption during sports. They help provide full energy, reduce fatigue and support better performance—and are available in grapefruit, watermelon or mandarin orange natural flavours.



Cinnamon Cookie Vegan* Meal Replacement Beverage

This high-protein meal replacement beverage is the perfect solution for busy, breakfast-skipping consumers, providing great taste and texture with less sugars on the label.

** ADM products which are suitable for "vegan" comply with the respective ADM documents, which are aligned with the European Vegetarian Union (EVU) definitions on "vegan."*



No Compromise on Performance

Responsible for far more than sweetness, GrainSweet® liquid maltodextrin provides a variety of functional benefits in formulation, including:

- Low sugar content (<7g sugar/100g ds) supporting sugar reduction
- High stability for extended shelf life
- Low osmotic pressure for maximum energy level without digestive discomfort
- Full caloric energy with easy-to-digest carbohydrates
- High colour stability and neutral taste for better looking and tasting products
- High viscosity provides bulk and improved mouthfeel
- Ready to use; easy dosing with no need to dissolve dry maltodextrin

DRIVE PLANT EFFICIENCIES:

- No mixing time required to solubilize dry product
- Increase ease and incorporation of product from liquid tanks
- Extended shelf life compared to historically available liquid maltodextrin solutions
- Cost-competitive to dry maltodextrin

A Label that Stands Out and Stands Up

Using liquid maltodextrin to replace traditional sweetening ingredients such as classic glucose syrup can help your brand achieve a better Nutri-Score. Since liquid maltodextrin contributes similar energy as glucose syrup, but with less mono and disaccharides, it can help you deliver the active nutrition solutions consumers want, with a more appealing label.

FRUIT-FLAVORED CAFFEINATED SPORT GEL

Nutrition Information

	Per 60 ml
Energy	95,6 kcal
Fat	0g
Of which Saturates	0g
Carbohydrates	23,7g
Of which Sugars	10,3g
Fibre	0,09g
Protein	0g
Sodium	150mg

INGREDIENTS:

WATER, MALTODEXTRIN, FRUCTOSE SYRUP, SALT, NATURAL FLAVOURING, ACIDITY REGULATOR (SODIUM CITRATES E 331), ACID (CITRIC ACID E 330), CAFFEINE, STABILISER (XANTHAN GUM E 415), PRESERVATIVES (POTASSIUM SORBATE E 202, SODIUM BENZOATE E 211). FOR MORE DETAILS PLEASE SEE SPECIFICATION.

POTENTIAL FRONT OF PACK LABEL CLAIMS:

- Helps reduce fatigue for better performance
- 50mg caffeine from guarana extract

KEY ADM INGREDIENTS:

- GrainSweet® Liquid Maltodextrin
- GrainSweet® Liquid Fructose

REQUEST A SAMPLE, TODAY!

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CINNAMON COOKIE VEGAN MEAL REPLACEMENT BEVERAGE

Nutrition Information

	Per 100 ml
Energy	95 kcal
Fat	4,3g
Of which Saturates	0,4g
Carbohydrates	8g
Of which Sugars	1,7g
Fibre	1,8g
Protein	4,7g
Salt	0,18g
Vitamin C	14mg 17,5% RI*

*Reference intake of an average adult (8400kJ/2000kcal)

INGREDIENTS: WATER, MALTODEXTRIN, PEA PROTEIN (5%), SUNFLOWER OIL, FERMENTED OAT-BASED POWDER (OAT FLOUR, SALT (3%), MAIZE DEXTRIN, FRUIT SYRUP (CAROB, APPLE), FLAVOURING, EMULSIFIERS, SOY LECITHINS, GUARANA, MACA EXTRACT, GUARANA EXTRACT, POWDER FROM GREEN ACEROLA (GREEN ACEROLA CONCENTRATE, MALTODEXTRIN), STABILISER GELLAN GUM, FLAVOURING, CAFFEINE, HEAT-TREATED BIFIDOBACTERIUM ANIMALIS SUBSP. LACTIS CECT 8145, SUCRALOSE.

POTENTIAL FRONT OF PACK LABEL CLAIMS:

- Vegan
- High protein
- Reduced sugar

KEY ADM INGREDIENTS:

- GrainSweet® Liquid Maltodextrin
- Fruit Up®
- SweetRight® Sucralose
- Fibersol®
- Pea Protein ProFam® 580
- BPL1™ HT

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