



Better-for-You Beverages On-Trend and Within Reach

Consumers are Raising a Glass to Their Health

Today's contemporary wellness consumers are targeting nutrition and holistic health. As a result, they want better-for-you (BFY) beverages that go beyond quenching thirst, to help them reach their nutritional goals.

Currently, almost **75%** of consumers find it important to recognize a product's ingredients.

Source: ADM Outside VoiceSM

Whether they are trying to support their overall health, support their microbiome, or age more gracefully, consumers are increasingly demanding ingredients that they understand on the label. They are opting for brands that play to this movement and utilize recognizable botanicals and extracts in the development process.

63% of beverage consumers are interested in functional beverages

Source: The Hartman Group, Functional Food & Beverage and Supplements, 2020

How ADM Can Help Create Your BFY Beverage

We are your full-service partner in the beverage industry, providing the **beverage formulation expertise** and the **comprehensive portfolio** you need to succeed:

- Robust capabilities in sugar reduction and taste modification, including bitterness masking
- Application expertise, from functional water through functional juicy still drinks
- Trend-forward and innovative solution offerings
- Full pantry of functional ingredients in different categories, including: botanicals, microbiome solutions, proteins, fibers and more

CONSUMERS WANT BEVERAGES WITH BENEFITS

In addition to simple hydration, consumers are interested in beverages for a broad range of functional better-for-them benefits, including:

| | | |
|--|------------------------------|------------|
| | Immune Function Support | 59% |
| | Clean Energy | 58% |
| | Cognitive Health | 54% |
| | Digestive & Metabolic Health | 51% |
| | Sport/Recovery | 50% |
| | Eye Health | 49% |
| | Relaxation & Mood Support | 43% |

Source: The Hartman Group, Functional Food & Beverage and Supplements, 2020

42% of global consumers have taken a greater interest in ingredients that are known to support health in the last two years

Source: FMCG GURUS: Identifying Trends and Opportunities in the Ingredient Market, March, 2022

Trending Ingredients in BFY Beverages

- ACEROLA POWDER
- GREEN TEA EXTRACT
- BLACK TEA EXTRACT
- YERBA MATE EXTRACT
- GUARANA EXTRACT
- ACAI POWDER
- PLANT PROTEIN
- BEETROOT POWDER
- HIBISCUS POWDER
- PREBIOTICS
- PROBIOTICS
- POSTBIOTICS
- CHAMOMILE EXTRACT
- FIBERS
- VITAMINS



Contact us to start building your BFY beverage, today.
Find out more at go.adm.com/BFYbeverages

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