



CASE STUDY

# Plant-Based Yogurt Drinks With Great Taste, Texture, and Functionality

Optimizing for taste, nutrition,  
and label-friendly ingredients

# Tap into on-trend drinkable yogurt and plant-based dairy

From on-the-go snack pouches to plant-based yogurt drinks, consumer demand for the convenience and health benefits of yogurt isn't slowing down. By highlighting portability and nutritional attributes like high protein and probiotics, ADM can help you grow your drinkable and plant-based yogurt sales.



## Yogurt purchase drivers among U.S. households in 2023:



Source: Mintel U.S. Yogurt and Yogurt Drinks Market Report November 2023, among U.S. households

## What's driving momentum in drinkable and plant-based yogurt?

### Healthy, active lifestyles

84% of consumers report purchasing yogurt and yogurt drinks, making them a popular staple. Modern consumers are also seeking portable, healthy, plant-based alternatives that easily fit into their busy lives.

Source: Mintel U.S. Yogurt and Yogurt Drinks Market Report November 2023, among U.S. households

# Changing Consumer Perception, One Sip at a Time

While plant-based dairy alternatives present manufacturers with many formulation and execution challenges, ADM has the expertise to help you overcome them.

We offer a premium selection of plant-based ingredients that can help bring optimal taste, nutrition, texture, functional attributes, and color to your next market-winning product.

## TASTE

- Natural Flavors
- Taste Modulation
- Masking Solutions
- Fruit Preparations
- Fruit-Based Sweeteners
- Sustainable Vanilla

## NUTRITION + TEXTURE

- Alternative Proteins
- Oils and Fats
- Fibersol®
- Emulsifiers
- Hydrocolloids
- Microbiome Solutions

## COLOR

- Colors from Nature®
- Coloring Foodstuff

Our expertise in plant-based, yogurt solutions extends from alternatives of traditional yogurt and frozen desserts to high-protein yogurt alternatives. Whatever your plant-based need, ADM has the knowledge and resources to help you succeed.



## CONCEPT

# Blueberry Muffin Drinkable Soy Yogurt

With its grab-and-go convenience, this nutrient-dense, plant-based drinkable yogurt is here to satisfy consumer appetites for tasty and portable snacks. Equal parts nutritious and delicious, it's sure to become a part of consumers' busy routines.

## CONCEPT HIGHLIGHTS

- Vegan
- 4g protein
- 400 mg CardioAid® (1/4 daily value)
- Good source of fiber
- 25% daily value of calcium/serving

## ADM INGREDIENTS

- ProFam® Soy Protein Isolate
- ADM Mid-Oleic Sunflower Oil
- Fibersol®-2 Soluble Corn Fiber
- GrainSweet® Dextrose
- CardioAid® Plant Sterols
- Natural Flavors
- Colors from Nature® (Huito Blue)





## Your Partner in Plant-Based Nutrition

ADM answers the rise of conscientious consumption with plant-forward product solutions that combine all the benefits of functional nutrition with flavors and textures consumers want to experience again and again. From transparency in production, research, and labeling to a customer-first approach that stresses collaboration with an eye toward progress, ADM is strengthening brands through our products for a better collective future.

### We are proud to offer:

- 75+ years of experience in alternative protein design and taste experience
- A broad portfolio of functional ingredients to meet your development needs
- Fully customizable flavor systems and applications to create innovative formulas

## Let's Innovate Together

Partner with our team and discover what it means to create the next generation of nutritious, delicious, consumer-favorite plant-forward dairy alternatives.

Visit [adm.com/dairy](https://adm.com/dairy) to get started.