



**Balance all-important consumer trends with business-facing demands.**

**Benefits of ADM specialty syrups.**





## Sweet solutions without compromise.

Amid an environment of constantly evolving nutrition advice, one factor has reigned supreme for years: taste. Though modern consumers are focused on health and wellness now more than ever, they still want their foods and beverages to provide enjoyable taste experiences.

This creates an additional challenge for manufacturers, as they also navigate production efficiencies, soaring ingredient prices and risk management. The need to balance consumer desires while maintaining reliable supply and keeping businesses competitive puts manufacturers at a crossroads.

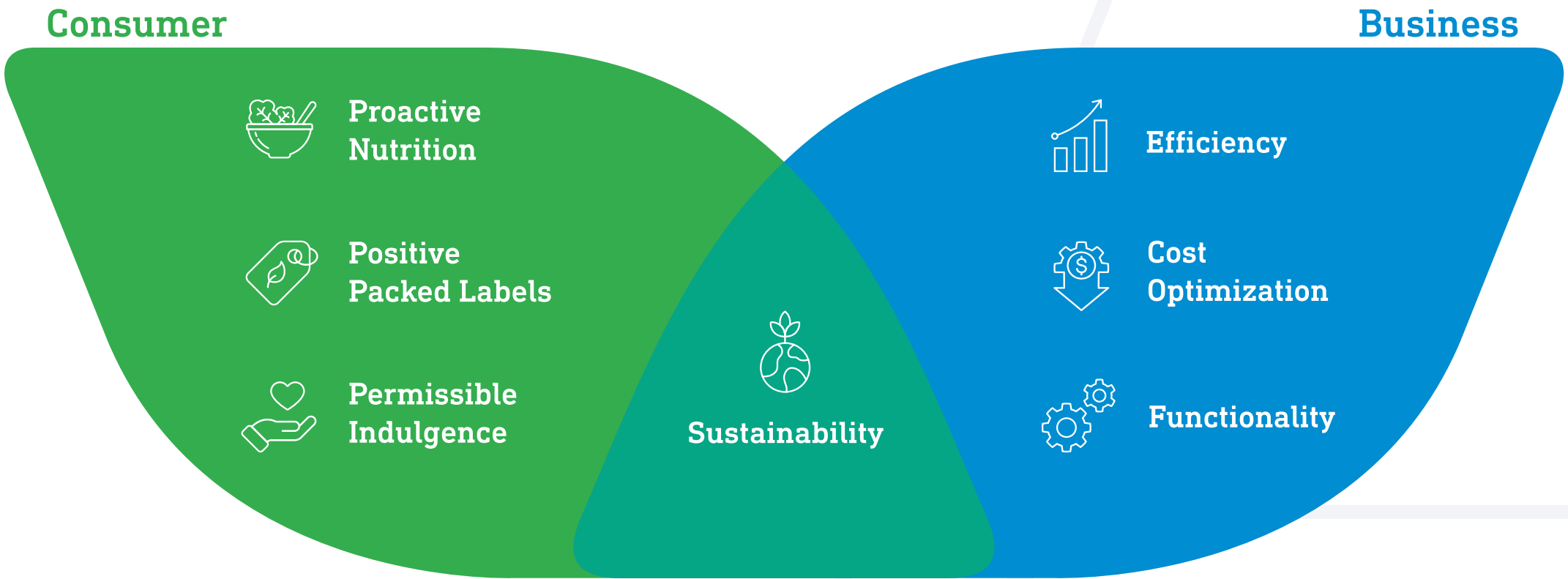
ADM's expertise and full portfolio of specialty syrups can provide the full taste solutions you need for success.



**Innovation that bridges the gap between business and consumer values.**

ADM partners — the businesses involved in creating and marketing beloved food and beverage products — are supported at every stage of the development process. That’s why ADM commits to innovative solutions that align with customer values and business values.

ADM’s commitment to innovative, comprehensive syrup solutions is foundational to the success of our partners. From supporting sustainability to meeting new customer demands, ADM syrups are ingredients for excellence.



Building for a better tomorrow is a collective demand, so we find sustainability at the intersection of consumer and business goals to do better in meeting climate, agriculture and human rights goals.



## Consumers demand more from products today, and it is important we are supporting and anticipating evolving desires:



### Proactive Nutrition

We are living in a time where consumers think more proactively about managing physical health rather than waiting until it's time to react to a problem. Because of this, they turn to nutrition as a main source of proactive consumption that supports an array of wellness goals:

- + Weight management
- + Immune and digestive support
- + Support metabolic health and glucose regulation

**Challenge:** Reduce added sugars, trade up for functional ingredients and maintain product performance.



### Positive Packed Labels

Consumers seek positive claims on packaging as each individual defines what clean label means to them. Progressive shoppers are shifting away from calorie counts and fat tallies and focusing on calorie quality and food's intrinsic value through ingredient callouts such as:

- + Free-from and plant-based products
- + Recognizable and trusted ingredients
- + Transparent and ethical sourcing

**Challenge:** Provide clean and clear labels while maintaining cost parameters.



### Permissible Indulgence

Indulgence enhances quality of life by offering sensory pleasure, connection with others, stress relief and comfort. Additionally, many believe denying themselves indulgences not only makes life less pleasurable but can lead to increased desire and disordered eating. We create permissible indulgences for balanced lifestyles with:

- + Discovery of new flavors and textures
- + Comforting and nostalgic goods
- + Indulging cravings and rewards

**Challenge:** Consistently provide joy and excitement to lives with reliable supply of products consumers know and love.

## At the same time, ADM attends to the needs of its direct and indirect business partners by creating opportunities for:



### Efficiency

Syrups are a great asset in creating business operation efficiencies. It's imperative that we invest in innovations that are reliable and provide teams with improved processes that result in:

- + Higher yields and productivity
- + Easier handling and drop-in solutions
- + Consistent and reliable supply

**Challenge:** Produce high-performance liquids that result in business gains while answering evolving consumer demands.



### Cost Optimization

Ingredient costs and sourcing challenges continue to grow rapidly among the inflationary environment. ADM has solutions for business bottom-lines to keep them competitive. Whether it's through technical service, operational efficiencies or ingredient replacements, we innovate to help our partners meet goals:

- + Optimize manufacturing and production costs
- + Reduce and/or replace costly ingredients
- + Mitigate risk and crises

**Challenge:** Maintain budget targets and happy consumers while navigating rising inflation rates, crop shortages and the inherent uncertainty in the world today.



### Functionality

Syrups are responsible for far more than sweetness in finished goods. We utilize ingredient-level R&D and subject matter experts to design solutions that optimize complete functionality including aroma, bulking, binding, color, fermentation, flavor, freezing, moisture retention, taste, texture and stability.

- + Superior and consistent performance
- + Maintain structural integrities
- + Deliver on sensory experience

**Challenge:** Provide multiple functional properties in a single solution while adhering to positive nutrition and clean label claims.

Some of the global product families include:

SweetRight™

Reduced Sugar Glucose Syrups  
Achieve 30% less sugar from a syrup

Drop-in solution to reduce added sugars while maintaining functionality.

Can combine with high potency sweeteners to achieve even greater reductions.



Organic Rice & Tapioca Syrups  
As clean as can be

Replace traditional syrups with non-GMO, organic, allergen-free and grain-free solutions for brands and consumers that demand clean and clear labels.



Honey Extender  
Our answer to the honey crisis

Save on costly liquid honey with a 1:1 replacement that reduces waste and preserves delicate honey flavors.



GrainSweet™

Glucose-Fructose Syrup  
Remove HFCS while staying cost competitive

Sucrose is not the only answer — this syrup proves to be more favorable on labels than HFCS and better for your bottom line.



Liquid Maltodextrin  
Ease and efficiency with label benefits

Reduces production time compared to use of dry maltodextrins.

Extends shelf life and reduces sugars while delivering clean taste.



FruitUp®

Fruit Syrups  
Premium sweetness from fruit

Clean label sweetener from apple and carob fruits with a low glycemic index. Labels as fruit syrup (US) or fruit extract (EU).



Solving for challenges with syrup innovation.

For the last decade, we have witnessed the industry rapidly reformulate the same products time and time again, switching out new niche ingredients -one after the next- only to never fully meet performance expectations. This chaos of reformulation has demanded a resurgence in nutritive syrups and innovations that keep business needs at the forefront when answering consumer demands.

Backed by over a century of ingredient expertise, market knowledge and reliable infrastructure, we introduce ADM specialty syrups.



# Offering versatility in a wide variety of applications.

ADM’s specialty syrups make formulation simple for an expansive range of food and beverage applications. Many of the solutions are drop-in replacements, so there’s no need to reformulate.

These advantages are supported by:



Alcohol



Beverage



Bars & Snacks



Bakery & Cereal



Confections



Dairy



Plant-based



Sauces & Dressings



Sports Nutrition



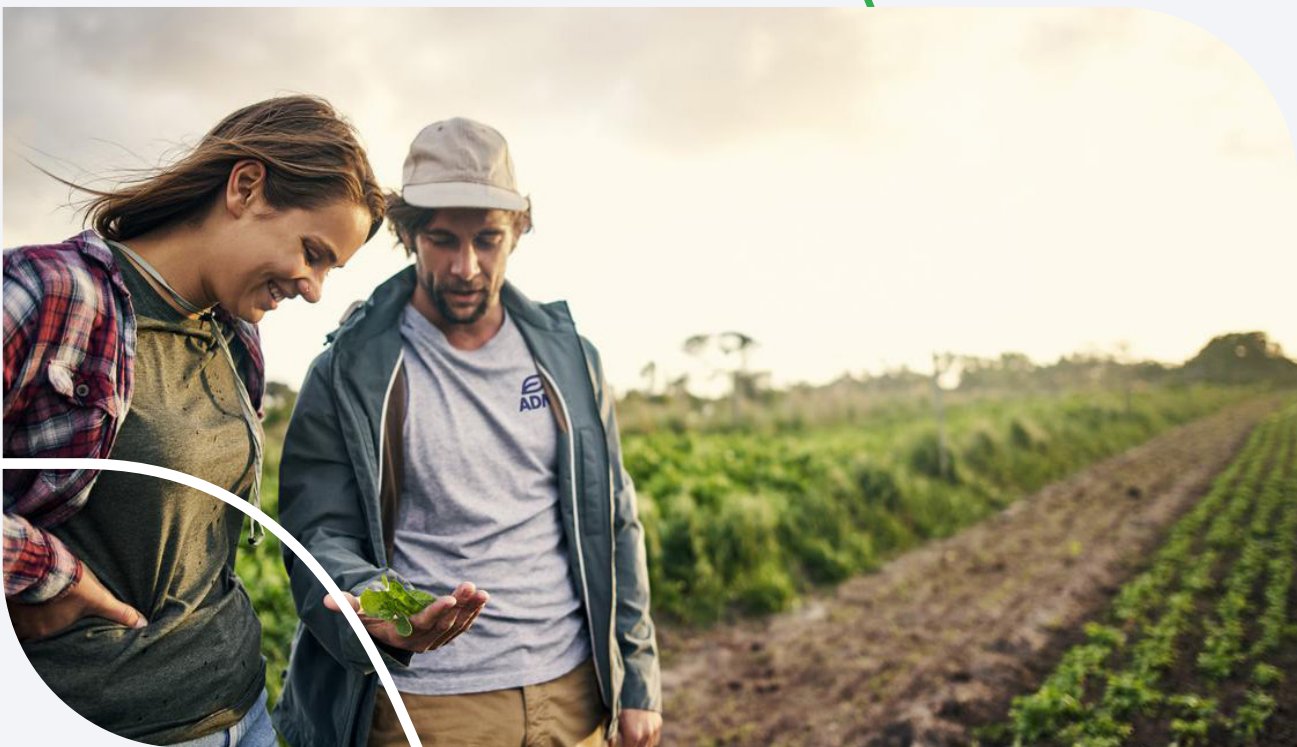
Supplements

# Your sustainability partner.

ADM delivers vertically integrated connections to give businesses an edge throughout the entire process — from farm to finished product. We unlock the power of sustainability on a global scale with a magnitude of value added to the supply chain across continents. Our goal is to enrich lives at all steps – extending our efforts to communities far and wide as we continue to lead the industry more responsibly and impactfully.

These advantages are supported by:

- + Agricultural roots
- + Sustainable supply.
- + Operational excellence.

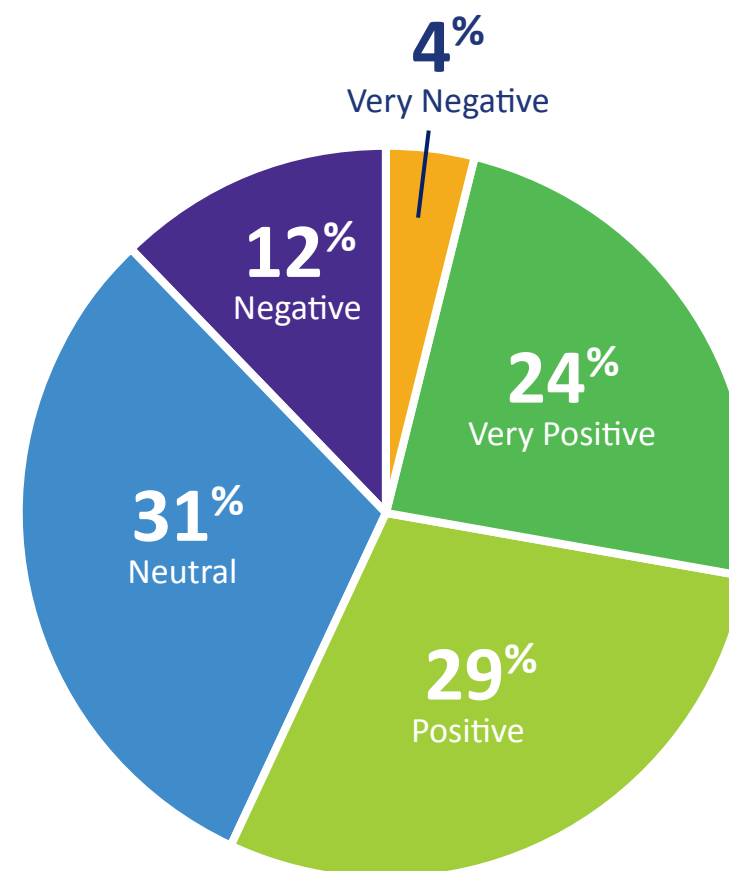


When thinking about foods and beverages, what is your reaction when \_\_\_\_\_ is included in your food and beverages?

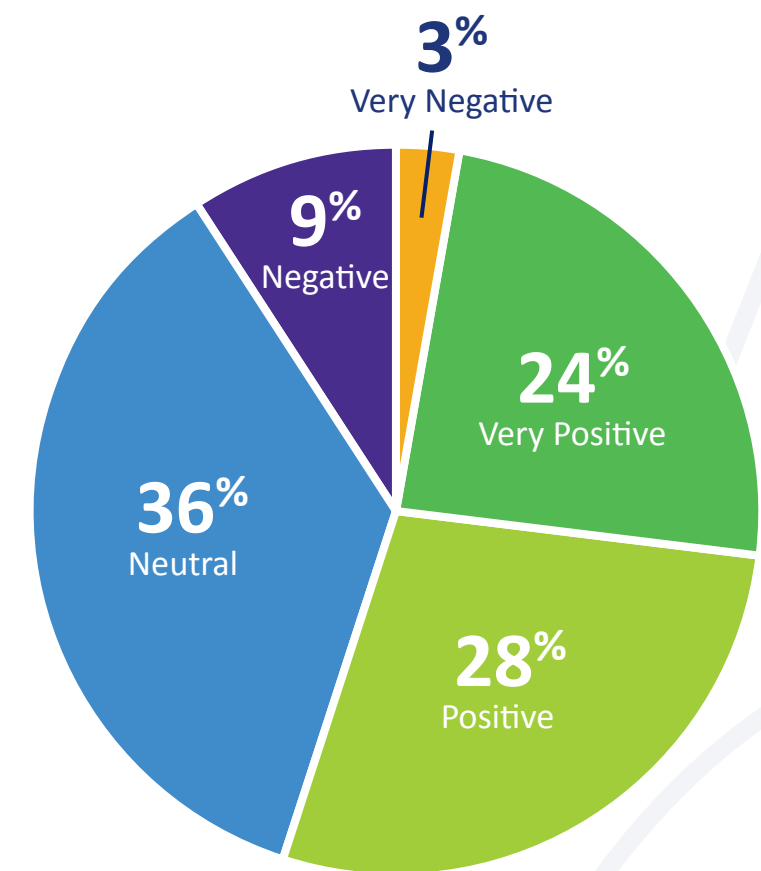
## Evaluating consumer perceptions.

**Did you know...**When evaluating ingredient labels, US consumers perceive the words “sugar” and “syrup” similarly. Whether their reaction is positive, negative or neutral we see relative likeness in their responses. It’s only when we designate the source of the sugar or syrup that this changes, and some syrup designations even show more positive favorability than sugar itself.

Ask us about our Outside Voice<sup>SM</sup> proprietary research on sweetener perception. ADM conducts extensive research to understand how ingredients appear on label and the criteria consumers use when assessing the building blocks of food and beverages.



Syrup



Sugar

ADM Outside Voice<sup>SM</sup> Syrup Study 2021





**ADM's broad range of specialty sweeteners and vast experience makes us a leader in this space. We've built market knowledge, reliable infrastructure, manufacturing expertise and, most importantly, customer trust — and our partners share in those benefits when they use specialty syrup solutions.**



**Let's Collaborate.**

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