

New Drinking Culture – Getting Your Beverages Clean Label Ready



“Organic” and “free from artificial additives” are continuing to gain momentum and grabbing consumers’ attention. This has coincided with the rise of the “Clean Label” trend – food products which contain natural, familiar and simple ingredients that are easy to recognise, understand and pronounce with an emphasis on ingredient purity¹.

To help future-proof your Horeca business, we’ve identified three trends and the ingredients you can use to stay ahead of your competitors.

Trend 1: Sweet Drinks Are In but Added Sugar is Out

With the rising prevalence of serious health issues such as obesity and type 2 diabetes, sugar reduction and blood sugar control are top of mind for many¹¹. Zero-calorie sweetener

is a great tool to reduce sugar and calories however a global survey revealed that 35% of the consumers are looking for natural sugar substitute that can delivers both taste and health⁴.

Solutions: Natural Sweeteners Like Monk Fruit Extract, Isomalt & Fructooligosaccharide (FOS)

Monk fruit extract is a natural sweetener without contributing calories. It is about 300 times sweeter than sucrose and thus becoming a boon for calorie-conscious consumers¹². Isomalt is a clean label sugar-based alcohol that is derived from sugar beets with 50–60% sweetening power but only half of the caloric value compared to sucrose^{2,9}. It is synergistic with other intense sweeteners, anti-cariogenic (prevent tooth decay) and does not increase blood glucose or insulin levels⁸. FOS is another emerging ingredient derived from the chicory root. In addition to impart a subtle sweetness to a beverage, it is also a low-calorie bulking agent with prebiotic characteristic that promotes digestive health benefits⁶.

Trend 2: Demand for Natural Colours and Flavours is Increasing

Recent beverage trends have witnessed consumers leaning toward natural flavours and colours due to their health benefits⁷.

Solutions: Spirulina & Matcha Extracts

Spirulina is naturally blue or green-coloured, and makes drinks highly nutritious because it is loaded with essential amino acids and vitamins. It is also a good source of beta-carotene, iron, calcium and phosphorus³. Matcha powder has a beautiful natural vivid green colour and delivers a unique refreshing flavour and aroma to beverages. It can also potentially increase antioxidant levels with its catechin content, a class of plant compounds in tea⁵.

Trend 3: Consumer Awareness of GMOs Is Growing

Clean label and non-GMO go hand in hand with natural ingredients and often gives a favourable perception of eco-friendliness among consumers, especially vegans and vegetarians¹⁰.

Solutions: Non-GMO Emulsifiers & Stabilisers

This has led to the demand for non-GMO emulsifiers and stabilisers to produce better-for-you and clean label beverages that meet consumers' expectations of appearance, taste and texture^{10,13}.

At DPO, we are honoured to be in partnership with **Monk Fruit Corp**, **Beneo Palatinit**, **Beneo Orafit** and **Palsgaard** to bring you a range of ingredient choices that could elevate your quality of life.

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