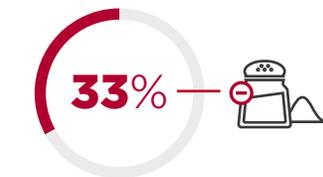


# Healthy Reduction Trends at a Glance: The Science of Taste

Consumer Demand for Permissible Indulgence Continues to Grow

Global consumers say healthy reduction claims are “**very important**” to their purchasing decisions<sup>1</sup>:



want low sodium/salt



want low sugar/sugar-free



want low/no fat



## The Skinny on Sweet, Salt and Fat



### Not Sweet on Sugar



In the UK, sugar content is the most important factor for consumers who are trying to eat healthy<sup>2</sup>



Percentage of U.S. consumers looking for low or no sugar in healthy snacks<sup>3</sup>



### The Skinny on Fat



Percentage of U.S. consumers avoiding saturated or trans fats<sup>4</sup>



Percentage of new product launches in Europe, Mexico and the U.S. with low/no/reduced fat claims (between 2015-2017)<sup>5</sup>



### Skipping the Salt



Percentage of U.S. Baby Boomers who avoid sodium

Along with **57%** of Gen Xers and **47%** of Millennials<sup>4</sup>



Total number of countries with a national salt reduction strategy, more than double reported in 2010<sup>7</sup>



**Product Ingredients Matter**

**46%**

Americans who say food packaging claims (such as reduced sugar, salt or fat) influence their purchasing decisions, across all categories.<sup>6</sup>

# Edlong Provides Permissible Indulgence

Taste. Consumers say it's the #1 reason they purchase a food or beverage<sup>8</sup>. But they also want to eat healthy. Fortunately, Edlong incorporates a variety of technologies to elevate the taste and richness of low sugar, low fat and low sodium products.



## Forget the Fat, Not the Taste

Add richness and creaminess to food and beverage products with lower fat and sugar profiles by using Edlong flavors. Proven synergies include elevating mouthfeel in healthier options so consumers can experience indulgence, even in **plant based** and **vegan** applications.



## Sweet Complexity

Lower sugar food and beverages have multiple taste challenges that require a unique approach to solve.

The **Edlong® Sweet Spot** portfolio of flavors provides a sweeter taste profile while also enhancing mouthfeel to elevate the richness of a low-fat dessert or the indulgence of a beverage. We move the standard taste profile to a premium one.



## Take a Pass on the Salt

Savory profiles lower in sodium require optimization. Edlong flavors provide tools to round the overall taste profiles while masking undesirable metallic after-tastes. Dairy profiles provide saltiness in unexpected ways.

1. *Health Eating Trends Around the World*, Nielsen, January, 2015

2. *Attitudes towards Healthy Eating - UK*; Mintel, February 2018

3. *Better for You Snacks - U.S.*; Mintel, September 2017

4. *Hartman Group Health + Wellness 2017*

5. *Mintel Global New Products Database*

6. *More Americans are Avoiding Sugar*, Food Navigator, April, 2018

7. *Salt Reduction Initiatives Around the World - A Systematic Review of Progress Towards the Global Target*; PLoS One, July 2015

8. *Importance of taste, nutrition, cost and convenience in relation to diet quality*, June 2016