



Soft drinks hot topic

Clean label in soft drinks

Simple and straightforward labels

A demand for transparency and simpler labels is what consumers are looking for.

We are working collaboratively with our customers to develop stable, refreshing and authentic taste solutions for soft drinks that also meet this demand for cleaner labels.

For the R&D food science teams here at Kerry, clean label challenges represent opportunity. For example, we have been able to restore high levels of freshness in juice products by developing natural solutions that deliver on taste and allow for simple, cleaner labelling.

Reduced sugar

Small on sugar. Big on taste.

Kerry's Flavour Modulation Technology can help to add back the taste when up to 30% of the sugar is removed.

Health conscious consumers continue to migrate away from carbonated soft drinks and other sugar-based beverages. For the average adult, the World Health Organisation recommends that no more than six teaspoons of sugar daily and an average 330ml soft drink can have over 7.

Consumers want the complete soft drink experience without having to compromise on taste and this can be a complex task. Our Flavour Modulation Technology can help to add back the taste when up to 30% of the sugar is removed.

Kerry offers natural taste solutions & expertise:

- Flavour solutions that interact with the taste receptors of the mouth, modifying the overall taste perception
- Optimised flavor profile for your product
- Natural flavours that contain botanical, fruit and vegetable extracts, distillates and essences
- Derived from our heritage in plant extracts to create successful flavour solutions