



# Thirsting for function

Protein. Nutrition. Hydration. Immune support. The benefits consumers seek from functional beverages are multiplying. Cargill gives you a competitive edge with proprietary insights, a full portfolio of industry-leading, science-backed ingredients... and the expertise to make them taste great.

## INSIGHT:

*90% of consumers gravitate to high-protein nutrition beverages<sup>1</sup>*

## SOLUTION:

**PURIS®** pea protein



**80%**

minimum protein for a nutritional boost



**100%**

traceable, non-GMO\*



**Smooth,**

non-gritty texture

## INSIGHT:

*65% of nutrition beverage users prefer low-sugar options<sup>2</sup>*

## SOLUTION:

**EverSweet®** stevia sweetener + **ClearFlo®** natural flavor



**DEEPER**

sugar reduction



**CLEANER-**

tasting sweetness



**BETTER**

solubility

## INSIGHT:

*With 57% of users preferring low-calorie beverages, opportunity exists to deliver on an unmet need<sup>3</sup>*

## SOLUTION:

**Cargill soluble corn fiber**



**<2 kcal/g;**

half the calories of sugar



**70%**

minimum dietary fiber



**Minimal impact**

on color / texture

## INSIGHT:

*69% of consumers find beverages that support immune health appealing<sup>4</sup>*

## SOLUTION:

**EpiCor®** postbiotic



**#1**

postbiotic ingredient<sup>5</sup>



**Clinically shown**

to support immune health



**15**

published studies<sup>6</sup>

## INSIGHT:

*Electrolytes have a 62% positive influence on purchase<sup>7</sup>*

## SOLUTION:

**Pink Himalayan salt**



**Premium**

consumer perception



**Traditionally**

harvested sea salt



**100% natural,**

unrefined rock salt

## INSIGHT:

*49% positive purchase impact for active nutrition beverages with cocoa powder<sup>8</sup>*

## SOLUTION:

**Cargill cocoa powders**



**Up to 15–30% sugar reduction**

possible with Gerkens® Sweety cocoa powders



**Specialty powders**

designed to enhance dairy alternatives



**Full portfolio**

of high-quality cocoa powders

Partner with Cargill to accelerate product innovation.

Learn more at [cargill.com](https://cargill.com).



\* There is no single definition of “non-GMO” in the USA. Contact Cargill for source and processing information.

PURIS® Pea Protein is a trademark of PURIS Foods, a Cargill strategic partner.

EverSweet® is a product of Avansya, a joint venture of Cargill and dsm-firmenich

SOURCES:

<sup>1</sup> Cargill ActiveIntel™ Attitude & Usage Study, 2025.

<sup>2</sup> Ibid.

<sup>3</sup> Ibid.

<sup>4</sup> Ibid.

<sup>5</sup> Innova New Product Database. September 2025.

<sup>6</sup> Contact your Cargill representative for details.

<sup>7</sup> Cargill ClaimTracker–Health & Nutrition Beverages, 2024.

<sup>8</sup> Cargill Purchase Impact by Category–Health & Nutrition Beverages proprietary research, 2025.