



Tomato Ketchup 30% less Sugar

Overview

Consumer's thirst for healthy, flavorful, and functional beverage has spurred growth in the flavored waters market. One of the most dynamic categories within soft drinks, flavored water has garnered a significant share of overall bottled water sales and given rise to new market niches that respond to consumers' interest in healthier and more functional beverage options.

Objective

To reduce 30% calories in the Tomato Ketchup and maintaining the taste profile of the normal ketchup.

Challenges

- To maintain viscosity of the sauce
- Well balanced taste profile without any undesirable taste
- Product must be shelf stable

Solution



We were able to achieve 30% sugar reduction and a consistent product. ArboEDGE TK01 was developed as a 1:1 sugar substitute sweetening solution to reduce the calories as well as maintain the viscosity and the taste profile of the ketchup.

Sensory Profile

In the randomized and blind taste testing sessions, consumers were asked to rank each sample with the range of characteristics like sweetness, viscosity, mouthfeel and overall acceptability. Consumers could not differentiate between control and sample made with stevia extracts.



Nutritional Profile

Tomato Ketchup with Sugar (Sugar)

Nutrition Facts	
Serving size	(100ml)
Amount Per Serving	
Calories	0
	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Sodium 0mg	0%
Total Carbohydrate 0g	0%
Dietary Fiber 0g	0%
Total Sugars 0g	
Includes 0g Added Sugars	0%
Protein 0g	0%

Not a significant source of cholesterol, vitamin D, calcium, iron, and potassium

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Tomato Ketchup with Stevia (After)

Nutrition Facts	
Serving size	(100ml)
Amount Per Serving	
Calories	0
	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Sodium 0mg	0%
Total Carbohydrate 0g	0%
Dietary Fiber 0g	0%
Total Sugars 0g	
Includes 0g Added Sugars	0%
Protein 0g	0%

Not a significant source of cholesterol, vitamin D, calcium, iron, and potassium

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.



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Conclusion

- We were successfully able to reduce 60 calories (30%) than normal version of the ketchup
- Able to maintain the viscosity and well balanced taste profile without any undesirable taste
- We were also able to reduce the cost of production by X%
- Clean label claims: Sweetened with stevia, Lower calories, prebiotic fibers



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