

SUGAR SOLUTIONS

At Griffith Foods, we believe taste, nutrition & sustainability should work together

That's why we created Craveable Impact – our first ever Global Innovation Platform that elevates flavor and nutritional outcomes without compromise.



830 Million

Diabetes Cases in 2022

Risen 4x since 1990, with sharper increases in low- and middle-income countries.

41 Million

Deaths caused by NCDs

Noncommunicable diseases (NCDs) are the leading cause of death globally, accounting for 73% of all deaths, with overweight and obesity as major risk factors.

Action

WHO Guidance⁵

The WHO recommends limiting sugar intake to less than 10% of total daily caloric consumption.

What are Craveable Impact Sugar Solutions?

Flavor-First Approach

We don't just reduce sugar - we craft craveable products where flavor, texture and satisfaction come first.

Master Blenders

Our expertise lies in carefully selecting the best raw materials - sugar replacers, mouthfeel enhancer, and more - to craft proprietary, tailored solutions.

Built for Performance

We have achieved up to 65% sugar reduction* while maintaining in-market performance.

Global Toolkit, Locally Relevant

Our flexible portfolio adapts to diverse markets and applications, meeting both customer briefs and local norms.

*In select cases and applications

Our path to lower sugar successfully!

Our technical, culinary, sensory and regulatory know-how work together to deliver superior, ready-to-scale solutions.

Applicable in:



Sauces & Syrups



Powdered Beverages



The Sugar Solutions Development Process

Starting Point

Understanding Your Brief

- Consumer Target
- Flavor Profile
- Sugar Target

Our Process

Blending Expertise

- Food Science**
Technical feasibility
- Culinary**
Flavor-first product design
- Sensory**
Iterative testing & validation
- Nutrition**
Quantify the full health impact
- Regulatory**
Assess labeling implications
- Process**
Guarantee performance at scale

Outcome

Sugar Reductions

- 25%** Achieve ~ 25% sugar reduction in finished products while still delivering great taste.
- UP TO 65%** Target more ambitious goals with proprietary tailored systems, including sweet flavour solutions and mouthfeel enhancers - with select cases achieving up to 65% sugar reduction.



Get in touch

Let's co-create Sugar Solutions designed for Craveable Impact