



Sugar Flex

6 out of 10 European consumers are influenced by how a product impacts their healthy wellbeing.*

Retailers are increasing the expectation on food manufacturers to hit sugar reduction targets. The requirement for sugar reduction remain clear but with this the true challenge becomes delivering three essential components: great taste, consumer acceptance and regulatory demands.

Source: Global Data Survey 2018

Nothing herein relieves you from your obligation to comply with all applicable laws and regulations including compliance to the current local regulatory environment.

Griffith 
FOODS

Great tasting and reduced sugars – Griffith Foods delivers balance to that challenge

Griffith Foods has established itself as a pioneer specifically regarding taste and texture. We have risen to the challenge of retaining these elements whilst enabling our partners and customers to drastically reduce sugar in their formulations.

We work with food manufacturers to deliver ingredient and recipe solu-

tions that excite, push boundaries, and add value. Marrying this with our in-depth consumer insights capabilities and other core capabilities, we understand the critical factors faced by the food industry.

Why Sugar Flex

- ✔ Griffith Foods does not compromise on taste therefore our toolkit enables less sugar intake for consumers whilst **maintaining a great taste.**
- ✔ Sugar Flex provides flexibility by offering a range of options from **'less sugar' to 'no added sugars'.**
- ✔ Clean label options available.
- ✔ With a lower sugar content or even no sugar at all, Sugar Flex provides the ability for manufacturers to offer products that appeal to **consumers seeking a healthier lifestyle.**



Sugar Flex fits perfectly into a healthier lifestyle.

“ Great tasting sauces and dressings with less or no added sugar.

Creating **Better** Together™

proteins@griffithfoods.com

Join us as we help pioneer the next generation of culinary innovation at griffithfoods.com/eu