

Introducing



Craveable
Impact

SUGAR SOLUTIONS

Less Sugar. More Flavor. Zero Compromise.

Sugar reduction is no longer a trend—it's a transformation. Consumers are actively cutting back, and governments are tightening the rules.

But 85% of consumers say taste still matters most, outranking healthfulness as the top purchase driver.¹



66%

of consumers reported trying to reduce sugar intake in 2024, up from 61% in 2023¹



51%

of global consumers expect sugar reduction in sauces and dressings²



187%

surge in interest for “Low Sugar BBQ” since 2020³



Global consumers see value in products that **balance health and taste**

¹International Food Information Council (IFIC) 2024 Food & Health Survey

²Statista, April 2024

³Google Trends, August 2025



What Is Craveable Impact: Sugar Solutions?

We help brands reduce sugar while preserving the flavor experience.

We combine culinary creativity, sensory science, and nutrition strategy to deliver craveable sauces with lower sugar.



Reformulation Is a Strategic Imperative

Governments worldwide are accelerating reformulation mandates—especially in categories like sauces and condiments:



Canada: Front-of-pack warning labels for high sugar, sodium, and saturated fat foods by **2026**



Singapore: Nutri-Grade labeling on 23 food categories—including sauces—by **2027**; “D” grade products banned from advertising



UK: Expanded sugar tax in **2027**, removing exemptions and lowering thresholds



South Korea: 19 reduced-sugar and sodium products launched with government backing

Other governments are sure to follow. As global health priorities shift and consumer demand intensifies, regulatory pressure will continue to expand—making proactive reformulation a strategic advantage.

Sugar Solutions: BBQ Sauce

Three Paths to Lower Sugar

BBQ sauce is a flavor icon—and a sugar heavyweight. Most commercial formulas contain **35–45% sugar**, making it a prime candidate for craveable transformation. We developed three BBQ sauces and tested them with a trained sensory panel to show how sugar can be reduced while maintaining consumer appeal.

Target: ≤ 26g sugar per 100g

Best

Natural Flavor Modulator 15% Sugar + 0.015% Stevia | +43% Premium vs. Full-Sugar Formula

By adding a proprietary natural, clean-label flavor modifier from mushroom mycelial fermentation, we unlocked a new level of craveability. This version outperformed the stevia-only product, delivering a richer, more rounded flavor with less sugar.

✓ **Highest consumer preference**

Better

Sugar + Stevia Blend 15% Sugar + 0.015% Stevia | +34% Premium vs. Full-Sugar Formula

Used a touch of stevia to restore sweetness. Performed well in sensory testing and was considered an acceptable alternative.

✓ **Balanced sweetness**

Good

Straight Sugar Reduction 26% Sugar | +12% Premium vs. Full-Sugar Formula

We have validated the ideal amount in sugar as a cost method of reduction. Though it shows no statistical difference to control, it has some flavor imbalance (lacking sweetness and depth). It fell just short of our target.

✓ **Acceptable approach to sugar reduction**

From Prototype to Product

These BBQ sauce concepts are real, tested, and ready to be tailored for your ideal spice level or regional flavor profile.



Customizable for flavor, format, and channel



Compatible with bulk and small-pack formats



Let's Build What's Next

Craveable Impact™:
Sugar Solutions is more than a toolkit—it's a partnership. We bring together culinary, sensory, nutrition, and regulatory expertise to help you create products that consumers love and feel good about.

Let's co-create sugar solutions designed for Craveable Impact.

Reach out to your Griffith Foods partner today to get started.