

Challenge: Solved

A TAPIOCA STARCH CASE STUDY





Yogurt that is
creamy, delicious
and plant-based

Creamy Vegan Yogurt

With its smooth texture and rich mouthfeel, our Vegan Yogurt delivers a delicious eating experience without compromise.

Yogurt is a popular snack, and consumers are increasingly seeking plant-based options that fit with their lifestyle preferences. This vegan version brings all the smooth taste without the dairy, thanks to our Texperien™ Max Tapioca Starch.



New product launches of yogurt with **vegan claims** grew **16%** from 2016-2020.¹



10% of consumers tried eating vegetarian, while **6% tried a vegan eating** approach in 2020.²



44% of U.S. consumers identify as flexitarians, which means they are actively trying to eat more plant proteins, but still eat animal-based protein products.³

¹ Mintel GNPD, September 2021

² HW2021, The Hartman Group

³ ADM Outside Voice™ Plant Protein Consumer Study, November 2019





A delicious plant-based yogurt with the creamy mouthfeel and smooth texture you would expect from a premium dairy yogurt.



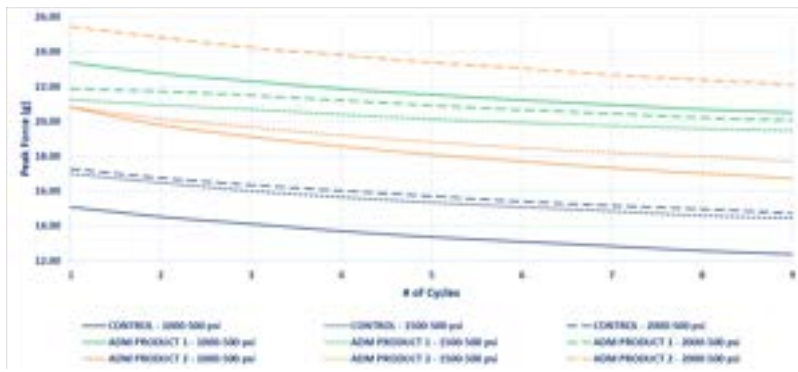
CHALLENGE

Creating a great-tasting vegan yogurt without dairy creates a challenge since the traditional dairy used provides functional benefits—mouthfeel, viscosity, and flavor.

SOLUTION

We pulled out all the stops to develop this plant-based yogurt. Our Texperien™ Max Tapioca Starch and highly functional blend of soy proteins effectively replace the dairy experience and build back texture and process stability. Additionally, Tapioca Starch is grain free, gluten free and has a neutral flavor, which helps the yogurt flavors shine through while delivering on label attributes consumers are seeking. Finally, we leveraged ADM’s full pantry of solutions to put the finishing touches on flavor and color for a delicious and satisfying eating experience.

Plant-Based Yogurt Alternative Cycle Test



NO COMPROMISE ON FUNCTIONALITY

ADM’s technical team conducted extensive tolerance testing to ensure functional performance.

Cycle testing of ADM’s vegan yogurt samples show similar performance to control.

The Result

A smooth, full-flavored vegan yogurt that will delight consumers.

A Label that Stands Out and Stands Up

More consumers are seeking plant-based yogurts. In fact, 30% of consumers say they have already tried them.¹ With on-trend tapioca starch and an expertly crafted blend of functional soy proteins, this vegan yogurt comes out on top with plant-based ingredients that appeal to vegans and flexitarians alike.

¹ Mintel, Yogurt & Yogurt Drinks, 2021

Nutrition Facts	
Serving size	5.3 oz (150g)
Amount Per Serving	
Calories	120
% Daily Value*	
Total Fat 4.5g	6%
Saturated Fat 4g	21%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 85mg	4%
Total Carbohydrate 17g	6%
Dietary Fiber 3g	12%
Total Sugars 11g	
Includes 6g Added Sugars	12%
Protein 4g	
Vitamin D 0mcg	0%
Calcium 230mg	20%
Iron 0mg	0%
Potassium 0mg	0%
<small>*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.</small>	

POTENTIAL FRONT OF PACK LABEL CLAIMS:

- Vegan
- 4g Protein
- 3g Dietary Fiber
- Gluten Free

KEY ADM INGREDIENTS:

- Texperien™ Max Modified Tapioca Starch
- ProFam® 891 Isolated Soy Protein
- GrainSweet® Dextrose
- Fibersol®-2
- Coconut Oil

INGREDIENTS: FILTERED WATER, SUCROSE, COCONUT OIL, DEXTROSE, SOY PROTEIN ISOLATE, MODIFIED TAPIOCA STARCH. CONTAINS 2% OR LESS OF EACH OF THE FOLLOWING: FIBERSOL®-2 (SOLUBLE CORN FIBER), PECTIN, TRICALCIUM PHOSPHATE, TARA GUM, TOCOPHEROL (MIXED TOCOPHEROLS, SOYBEAN OIL), XANTHAN GUM, YOGURT CULTURES AND PROBIOTICS (STREPTOCOCCUS THERMOPHILUS, LACTOBACILLUS DELBRUECKII SUBSP. BULGARICUS, LACTOBACILLUS ACIDOPHILUS, BIFIDOBACTERIUM LACTIS, BIFIDOBACTERIUM BIFIDUM, LACTOBACILLUS CASEI, LACTOBACILLUS RHAMNOSUS, RICE MALTODEXTRIN).

ALLERGENS: SOY

READY TO SOLVE YOUR CHALLENGES?

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