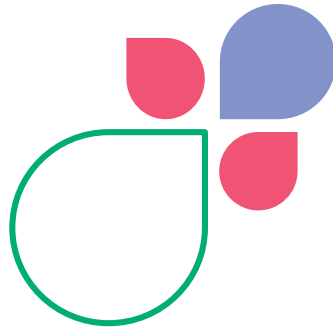


Sodas get  
sophisticated



tastepoint<sup>®</sup>  
by IFF

## Soft drinks add functional ingredients and fun flavor profiles in new launches

- It's no surprise Carbonated Soft Drinks (CSDs) haven't always gotten the best reputation for being a "healthy" choice. However, brands today are out to change that perception with innovative new launches featuring **new flavor profiles** and **incorporating functional ingredients**!
- Many consumers think of CSDs as a treat and as a response we're seeing brands utilize nostalgic, indulgent and fun flavor profiles to make it count!
- One way brands are appealing to consumers is to offer premium options as a way to make the beverage more sophisticated. According to Mintel, **55% of US CSD** consumers say a **premium CSD** from a popular brand (i.e. Pepsi or Coca-Cola) would appeal to them.
- On the other side, we're seeing CSD brands adding extra benefits to change the unhealthy perception of soda. We're seeing brands incorporate a wide variety of claims and benefits to sodas and other sparkling beverages.
- In fact, **47% of CSD users** in the US want to try offerings that are fortified with vitamins and minerals (Mintel).
- Enter the rise of gut health and functional beverages! Formulations which deliver a refreshing taste, but are also **fortified with vitamins** go a long way to appease consumer anxieties about health.
- We expect to see more brands incorporate functional and holistic claims with interesting and sophisticated flavor profiles. There's lots of room for flavor innovation in this space!

## What are consumers making themselves?



*Oh, How Civilized*

**Matcha (Green Tea) Soda** combines matcha simple syrup with carbonated water. It's said to be the perfect drink for green tea lovers who love a little fizz.

## Innovative inspiration in retail!



**Culture Pop** declares itself as a fizzy and gutsy probiotic soda. Made with organic fruit juices and spices and each 12oz can contains billions of CFU's of live probiotics. It has a wide variety of fun flavors mixed with spices like **Orange Mango with Chili & Lime**.



**New Creation Soda Works** takes traditional cream soda and adds a fun twist with the **Krumkake Butter Pecan Cream Soda**. Inspired by the Swedish pastry Krümkekake, this cream soda is creamy and buttery with caramel, vanilla and pecan notes.



**Dram** combines four medicinal mushrooms (Shiitake, Cordyceps, Reishi and Chaga) in this **Mushroom Cola** to promote immunity and brain health. This drink is said to have a hint of herbal goodness, while being lighter on the palate than other Colas.



**Dr Pepper** created a non-alcoholic bourbon-inspired soda for its Pepper Perks members named **Fansville Reserve**. This soda is designed to be a more premium offering with its unique flavor and retro packaging. The soda is said to have notes of oak, vanilla, honey and cherry.