

Reformulation Case-Study: The Coca-Cola Company

Challenge: Reducing Sugar

Coca-Cola, Singapore: Developing a reduced-sugar with sweetener from natural origin variant for Coca-Cola

Singaporeans are looking for more lower and no-sugar drinks and many are also seeking natural ingredients. Responding to consumer demand, Coca-Cola Singapore launched Coca-Cola Stevia, the first lower-sugar cola sweetened from natural sources on the market.

Coca-Cola Stevia contains 35% less sugar than Coca-Cola Classic and is sweetened with a combination of sugar and stevia.

Overcoming Challenges

Consumers want the same taste in new products as the drinks they grew up with, but do not want the added sugar and calories. One of the biggest challenges in formulating with stevia is flavour. Steviol glycosides, or stevia's sweetening compound, can contribute to bitter flavour off-notes.

The R&D team at Coca-Cola and its partners have been actively involved in perfecting the sugar-stevia blend to achieve the best taste in this new lower-sugar variant.



Achievements

Compared to Coca-Cola Classic, Coca-Cola Stevia delivers the same great Coca-Cola taste but with 35% less sugar.



	Coca-Cola Classic (per 100ml)
Energy	42kcal
Carbohydrate	10.6g
- Total Sugars	10.6g



	Coca-Cola Stevia (per 100ml)	% Change
Energy	27kcal	-35%
Carbohydrate	6.7g	-36%
- Total Sugars	6.6g	-37%

Coca-Cola Stevia also performed well from a taste perspective. Based on the research carried out within the core target audience of adults aged 18-39, finding revealed that consumers appreciate the use of a natural-origin sweetener and its resulting benefits – a low sugar profile. The research also showed that the taste was very well received with current Coca-Cola Classic drinkers¹.

¹ Source: Coca-Cola Consumer Research November 2017.

The new variant sits alongside the existing Coca-Cola range and gives consumers the choice of a reduced-sugar Coca-Cola sweetened with stevia.

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Coca-Cola, New Zealand: Developing Coca-Cola Stevia No Sugar

After years of continuous innovation with stevia, Coca-Cola Stevia No Sugar is the latest iteration of Coke Life, originally launched in New Zealand in 2016.

While Coke Life contained a mix of sugar and stevia to sweeten the beverage, the new formula has no sugar and just 0.3 calories (1.3kJ) per 100mL.

Coca-Cola Stevia No Sugar is the very first Coca-Cola product globally sweetened ONLY with stevia.

Coca-Cola's Research and Development team have been exploring the use of sugar alternatives including stevia since 2002. Naturally derived from the leaf of the stevia plant, it is 200 times sweeter than table sugar, meaning less is required.

The introduction of Coca-Cola Stevia No Sugar highlights the company's commitment to reducing sugar across its portfolio. Today, one third of Coca-Cola products sold in New Zealand are low or no sugar varieties.

