



CASE STUDY: FIBER SWEET Lower-cal Hydration

The challenge: Reduce calories and boost nutrition in an electrolyte beverage—without sacrificing consumer appeal.

Solution: Reformulate using Fiber Sweet 400NFP, a stellar performer in beverages.

Achieving flavor plus better nutrition: Electrolytes that make hydration beverages effective also give them a salty, metallic edge. This “yuck” factor is typically masked with sugar. Fiber Sweet 400NFP, at 10X the sweetness of sugar, masked the off-flavors and created a neutral canvas for the beverage’s fruit flavors.

Achieving sugar-like experience: A proprietary combination of monk fruit, stevia, and natural flavors replicated the clean, well-



rounded sweetness of the original formula, reducing 80 calories to just 5 calories per serving. FOS fiber offset the loss of viscosity associated with alternative sweeteners, producing smooth body with mouthfeel similar to a sugary drink—a result achieved well within the FDA GRAS 0.4% common usage level for FOS in beverages.

Delivering differentiation: FOS dietary fiber aligns hydration with a growing consumer demand for prebiotics. On-package marketing can make the most of this prebiotic benefit.

As a natural ingredient, prebiotic FOS fits into both natural and conventional store criteria. ClearMask’s qualities support its broad appeal: natural, organic-compliant, non-GMO, Keto/Paleo-friendly, gluten free, allergen free, and OU kosher.

Extending possibilities: The customer’s product plan specified an RTD end product. But the versatile ClearMask base can also be delivered in a stick-pack, canister or tablet, setting the stage for future product extensions.

Nutrition Facts	
1 servings per container	
Serving size	1 (500ml)
Amount Per Serving	
Calories	5
	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
<i>Trans</i> Fat 0g	
Cholesterol 0mg	0%
Sodium 260mg	11%
Total Carbohydrate 2g	1%
Dietary Fiber 2g	7%
Total Sugars 0g	
Includes 0g Added Sugars	0%
Protein 0g	0%
Not a significant source of vitamin D, calcium, iron, and potassium	
* 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.	