

# DIAL-IN® Sweetness Technology

Take the shortest path to perfect sweetness



- 1 set your goals
- 2 gather insights
- 3 set sensory targets
- 4 understand your process
- 5 formulate product

Imagine having all the data, experience and process knowledge you need to go from sweetness challenge to your best sweetness solution. With our proprietary DIAL-IN Sweetness Technology, you have that and more. DIAL-IN Technology is how we help you quickly achieve just the right sweetness profile and product functionality in your foods and beverages—while also meeting your calorie, label and cost goals.

Where does DIAL-IN Technology help you most? When you need to quickly achieve a specific, consumer-preferred sweetness profile ... maintain great texture and flavor after reducing sugar or

changing sweeteners ... assure consistency in your product from one batch to the next ... or add a “pure and simple” label to your sweetened product. Guided by our experts, you’ll also benefit from our ever-expanding portfolio of nutritive, non-nutritive and naturally based sweetness options.

Many complex factors are involved in achieving ideal sweetness. Our DIAL-IN Sweetness Technology helps you address every factor—from business objectives to scale-ups—and arrive at the perfect solution as efficiently as possible.

## 5-STEP PROCESS

# Put the power of DIAL-IN<sup>®</sup> Sweetness to work for you

### Here's how DIAL-IN Sweetness Technology works

#### 1 Set goals

We start with your business priorities and objectives—from sweetness, taste and functional performance benchmarks and targets to process requirements, to label claim needs and success criteria.

#### 2 Gather insights

You will benefit from market and consumer insights, consumer sensory preferences and competitive product analyses. Learn key findings from our sweetness database including proven marketplace successes.

#### 3 Set sensory targets

With our expert sensory evaluations, you will be able to target specific sweetness attributes such as:

- Sweetness intensity
- Temporal response (time intensity)
- Character (basic tastes and chemesthesis)
- Mouthfeel
- Aromatics/flavor release

In this step, we use our SWEETABULARY<sup>™</sup> sweetness language, which translates the desired consumer eating or drinking experience into scientific terms that guide sweetener selection and formulation.

#### 4 Understand your process

Together, we'll address your processing requirements including temperature profile, acidity/pH, flow properties, mechanical shear and dispersion and dusting.

#### 5 Formulate product

Based on your goals, sensory targets and process, our experts will guide you to the right sweeteners from our diverse portfolio. And with our applications expertise and CULINOLOGY<sup>®</sup> capabilities, we can help translate your goals into workable prototypes for winning formulations.

### The complement to DIAL-IN Texture Technology

DIAL-IN Sweetness works hand in hand with our DIAL-IN Texture Technology, a rapid, robust, data-driven approach that allows us to help you transform or optimize food textures.

### DIAL-IN is leading the way to future innovations

New ingredients, research and technologies are making the DIAL-IN approach even more powerful. And with the Ingredient Idea Labs<sup>™</sup> Global Center in Bridgewater, NJ, and 23 other labs around the world, we're developing next-generation solutions to your sweetness challenges.

### Let's get started.

Contact the experts at Ingredion. Visit us online or call:

**1-800-443-2746** | [sw.ingredion.us/dialinsweetness](http://sw.ingredion.us/dialinsweetness)

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