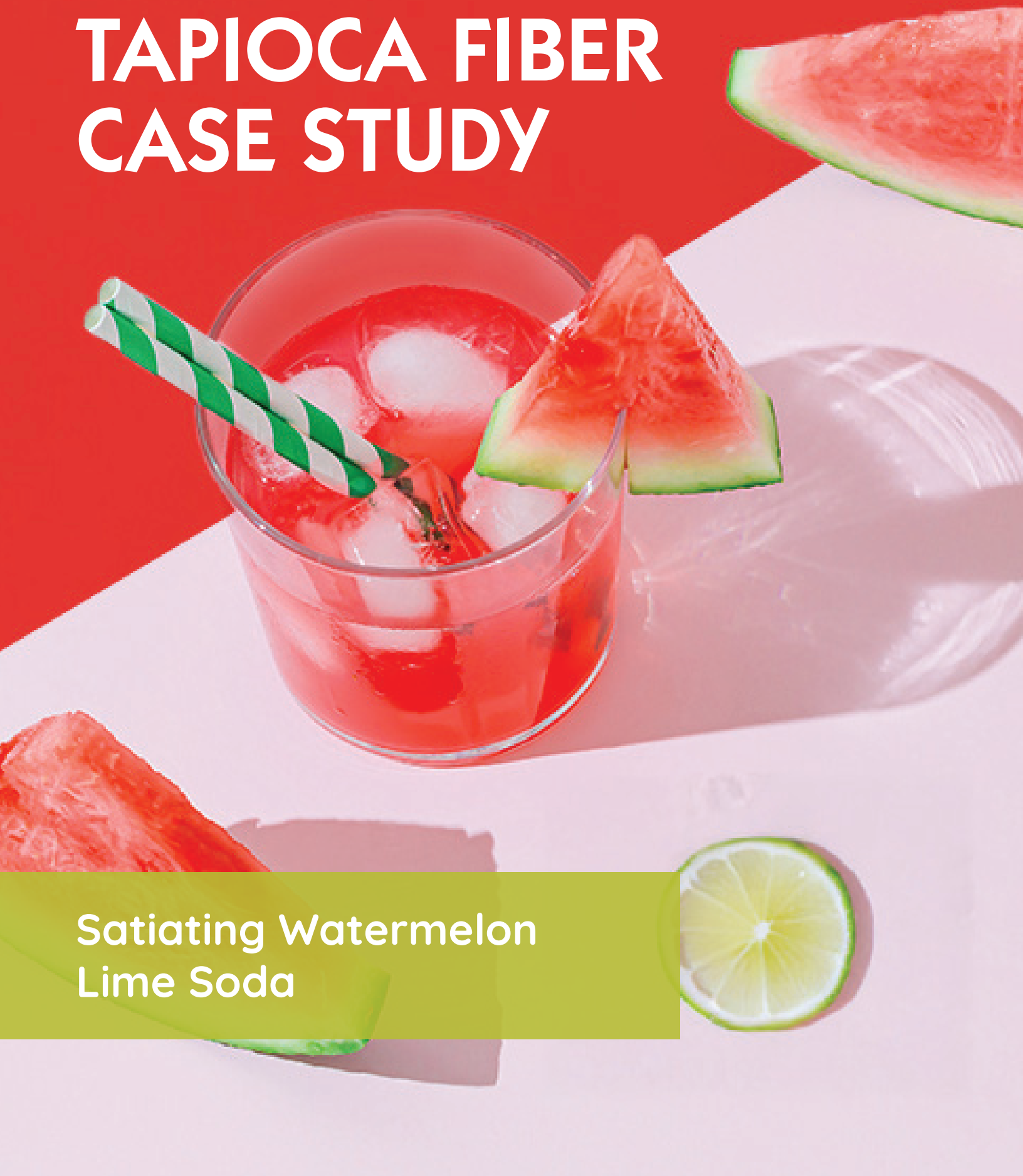
Case Study

TAPIOCA FIBER CASE STUDY



Satiating Watermelon Lime Soda



THE SODA SHIFT TOWARD WELLNESS

65%
65% of functional soda drinkers are high-frequency users (more than once a week).[2]

The carbonated soft drink category is expanding, creating a space for healthier alternatives. A $1.8 billion category in the U.S., modern soda achieved an 83% year-over-year dollar sales increase in 2024, fueled by consumer demand for functional, better-for-you alternatives.[1]

29%
of consumers say added functional benefits would motivate them to drink carbonated soft drinks more often.[2]

SIPPING FOR SATIETY

Within the functional, better-for-you soda market lies a growing opportunity: satiety sodas. This interest is fueled by the growing interest and usage surrounding GLP-1 medications and a renewed consumer focus on fiber for its health benefits, including hunger management.

However, high-fiber beverage formulation can pose some hurdles. To successfully formulate a satiety soda, product developers need to overcome some critical challenges:

- **Digestive Tolerance:** Avoiding the gas, bloating and discomfort associated with some dietary fibers like inulin
- **Sensory Integrity:** Maintaining a clean taste and solubility for ideal flavor and mouthfeel
- **Clean Label:** Simplifying ingredient statements
- **Sugar Reduction:** Meeting the demand for less sugar content

FROM THE MAKERS OF FIBERSOL®, SOLUBLE TAPIOCA FIBER OFFERS THE FUNCTIONALITY, VERSATILITY AND NUTRITIONAL BENEFITS REQUIRED TO CREATE SATIETY-FOCUSED SODAS THAT DELIVER THE EXPERIENCE CONSUMERS KEEP COMING BACK FOR.



52%
of consumers agree that carbonated soft drinks made with added functional benefits are healthier.[4]

CHALLENGE

To develop a consumer-pleasing satiety soda that delivers:

- **10g fiber with clinically backed satiety benefits**
- **Well-tolerated fiber**
- **Lower sugar and calorie content**
- **Clean label, corn-free fiber**
- **Balanced flavor**

SOLUTION

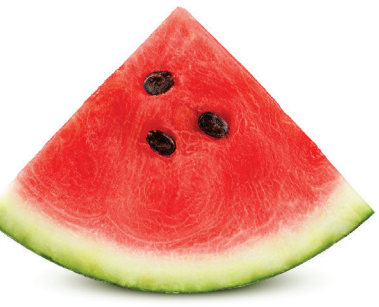
Tapioca Fiber stood out as the solution to deliver satiety, efficacy and an enjoyable drinking experience.10 grams of resistant maltodextrin, like Tapioca Fiber, with a meal has been shown to delay hunger, stimulate appetite-regulating hormones and increase GLP-1 as a part of a normal physiological response in healthy individuals.[3]

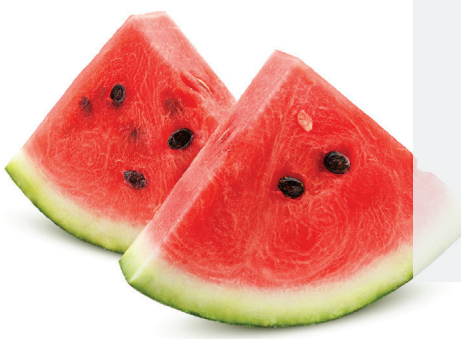
With the reduction in sugar and the use of stevia and agave syrup, Tapioca Fiber helped add back mouthfeel as well as round out off-notes coming from the sweeteners.

Because it is fully soluble in beverages, slightly sweet and technically rigorous, Tapioca Fiber provided the functionality needed for our R&D and flavor teams to create a satiety beverage that meets consumer expectations.

RESULT

A refreshing Watermelon Lime Satiety Soda demonstrates Tapioca Fiber's potential and performance. Not only did the soda provide satiety, but because Tapioca Fiber is a corn-free, well-tolerated dietary fiber, the functional soda proved to be a clean label, reduced-sugar refreshment with no compromise in taste.





IN A 12 OZ. SERVING:

10g	40	0g
fiber	calories	sugar



TAP INTO TAPIOCA FIBER

Creating a satiety soda is about choosing a fiber that performs under pressure. Tapioca Fiber enables the development of high-fiber, corn-free functional beverages without compromising taste or digestive comfort.

KEY ADVANTAGES OF TAPIOCA FIBER

High Fiber: With ≥90% total dietary fiber (TDF), Tapioca Fiber can support an Excellent Source of Fiber label

Science Backed: Tapioca fiber can support satiety, digestive health, blood sugar management and sugar reduction in beverages

Sugar Reduction: Replaces bulk and mouthfeel lost when reducing sugar

Flavor Optimization: Rounds out sour notes, enhances perceived sweetness and helps mask off-notes from high-intensity sweeteners

Calorie Reduction: Provides fewer calories vs. rapidly digested carbohydrates

Process Tolerant: Fully soluble in beverages, heat and acid stable

Clean Label: Corn free, non-GMO

[1] Circana. Joyner, D. Modern Soda's Moment. May 27, 2025. https://www.circana.com/post/modern-soda-s-moment

[2] Mintel. Carbonated Soft Drinks – US – 2025.

[3] Ye, Z. Arumugam, V., Haugabrooks, E., Williamson, P., and Hendrich, S. 2015. "Soluble dietary fiber (Fibersol®-2) decreased hunger and increased satiety hormones in humans when ingested with a meal," Nutrition Research. 35: 393-400.)

[4] Mintel. Carbonated Soft Drink – US – 2024.



EXPLORE HOW TAPIOCA FIBER CAN FUEL YOUR NEXT FIBER-FORTIFIED SODA.