

# ALTERNATIVE SWEETENERS USE IN FOOD SUPPLY IS SOARING

Greater Transparency in Labeling Needed for Consumer Awareness

OVER THE LAST  
**5 YEARS**

the number of food products that contain **at least one non-nutritive sweetener** has increased by

**300%**



Bread • Cereal • Granola bars • Yogurt  
Ice cream • Milk • Children's beverages

## SOME OF THE ALTERNATIVE SWEETENERS IN YOUR FOOD

- Xylitol
- Sorbitol
- Hydrogenated Starch Hydrolysates
- Saccharin
- Acesulfame Potassium
- Sucralose
- Isomalt
- Lactitol

EVERY YEAR SINCE 2000,  
**OVER 2,000**

new food and beverage products entered the marketplace with a **“sugar free”, “no added sugar”, or low or reduced sugar** claim.

**76%** of CONSUMERS

want to know if their food contains sugar substitutes, but **63%** of the time consumers are **unable to correctly identify** them on food ingredient lists.



**73%** of PARENTS

want to know the amount of **sugar substitutes** in their children's food but **this information is not available.**



**69%** of SHOPPERS

think products claiming to be no/low or reduced sugar are **lower in calories, but many are not.**



**66%** OF CONSUMERS

want food companies to be required to identify sugar substitutes as **“SWEETENERS”** on ingredient labels.

## U.S. FDA SHOULD REQUIRE FOOD COMPANIES TO

### ADD THE TERM

**“Sweetener”** in parentheses to sugar substitutes on ingredient lists

### CLEARLY LABEL

**the amount of sugar substitutes** on the front of children's food and beverage products

### REQUIRE

**“Sweetened With...”** disclosure alongside no/low/reduced sugar claims if the product contains sugar substitutes

### DISCLOSE

**the potential gastrointestinal side effects** from the consumption of sugar alcohols and certain sugar substitutes

### ENSURE

**all sugar content claims** related to no/low/reduced sugar products are truthful and non-misleading