

Macphie Reduced Sugar Range

As consumer interest in healthy living grows and the government toughen up on the war against sugar, are you equipped to keep your customers happy?

The brand new Macphie reduced sugar range offers a healthier alternative to traditional sweet treats, without compromising on quality.

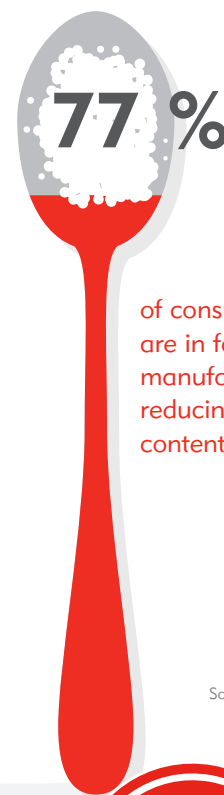
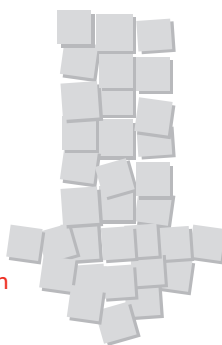
Why reduced sugar?

54% of consumers are looking for low sugar content in foods

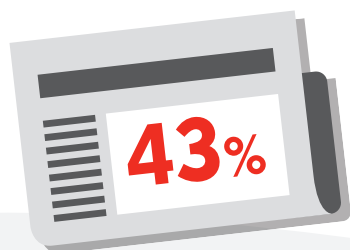


Low sugar

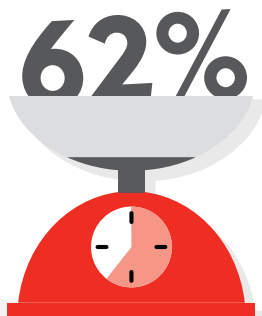
content is the most important factor when consumers look for healthy options



of consumers are in favour of manufacturers reducing sugar content



of adults reported having noticed the rise in media coverage on sugar

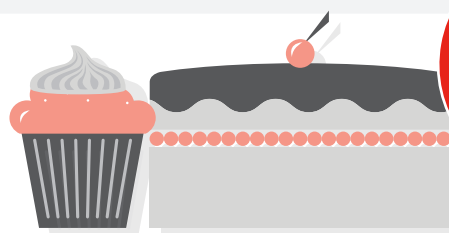


of those aware of the rise in media attention have increased their efforts to monitor/limit the amount of sugar in their diets

Source: Mintel

Macphie Reduced Sugar Range includes:

- Reduced Sugar Mississippi Muffin/Cake Mix
- Reduced Sugar Mississippi Chocolate Muffin/Cake Mix
- Reduced Sugar Rainbow Vanilla Frosting
- Reduced Sugar Rainbow Chocolate Frosting



**30%
REDUCED
SUGAR**

Number of sugar cubes removed:

Figures based on 75g muffin with 20g of frosting.



Baked Muffin

Baked with Frosting

Flavour

Plain

Chocolate

Sugar replacement:

- Vegetable fibre sugar replacement
- 100% natural
- From chicory root



macphie

The Vital Ingredient