Subj: Too many "Added Sugars" on your label?

Preview of email:



# Your partner on the path to less sugar

With research showing that some 80% of consumers are watching how much sugar they eat\*, manufacturers in virtually every food and beverage category are re-examining their formulas. At Cargill, we're sugar reduction pros: our scientists have logged over 300,000 hours studying stevia alone. See how we can sweeten the path to less sugar.

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| |  |  |  |  | | --- | --- | --- | --- | | |  |  |  | | --- | --- | --- | | |  |  | | --- | --- | | |  | | --- | | Your partner on the path to less sugar With research showing that some 80% of consumers are watching how much sugar they eat\*, manufacturers in virtually every food and beverage category are re-examining their formulas. At Cargill, we're sugar reduction pros: our scientists have logged over 300,000 hours studying stevia alone. See how we can sweeten the path to less sugar. | | | |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  | | --- | --- | --- | --- | --- | | |  |  | | --- | --- | | |  | | --- | | Dairy Opportunities | | | |  | | --- | | INSIGHTS: **Sugar Reduction Insights Report** Discover how the sugar reduction trend has evolved. [DOWNLOAD](https://click.info.cargill.com/?qs=92db4a9b54f19be5ee3c374cd4c681cd0fa03cf2a955a955dfa98c0a4781241406df01bff0593806c90c1f5012ceb8a559199d24832fdcec434e02e2ce391c83) | | | | | |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  | | --- | --- | --- | --- | --- | | |  |  | | --- | --- | | |  | | --- | |  | | | |  | | --- | | TRENDS:  **A Sweet Challenge: Sugar Reduction Trends** Key sugar reduction categories, ingredients and opportunities.   [DOWNLOAD](https://click.info.cargill.com/?qs=92db4a9b54f19be5b67995f17a1a8ffbf8eb229bd37c9c3ed6deb4288a60a8c9981d36379c0b75b1bfb8428d326c51ded4532dbd9cf963ca40d6a7bfe3894a6b) | | | |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  | | --- | --- | --- | --- | --- | | |  |  | | --- | --- | | |  | | --- | | Connect with us | | | |  | | --- | | SUPPORT: **Tap into our expertise to see how Cargill can help you succeed in reduced-sugar formulation.** [CONTACT US](https://click.info.cargill.com/?qs=92db4a9b54f19be5996e102d7490f56dbfd030948f69fd49161b600a312b80a172f029f511bec008c936acaf428434868da41a7105770b3d5eb553b36b7d5f6d) | | | |  |  | | --- | | Learn more at: [cargill.com/sugar-reduction](https://click.info.cargill.com/?qs=92db4a9b54f19be531cc98694d7a27be189d1c7a6e3a48125fd01cea6429325c78353829bf3c15b211a0b6727df8256d184eb06fc87cad10d78ea4d20d8bc3dc) | |

HTML Code:

(Image source will have to change based on where you host the images)

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<h1 style="font-family: Arial, helvetica, sans-serif; font-size: 32px; color: rgb(128, 128, 128); line-height: 1; font-weight: normal; font-style: normal;">

<span style="font-size:32px;"><span style="font-family:Arial,Helvetica,sans-serif;"><span style="color:#d57f00;">Your partner on the path to less sugar</span></span></span></h1><div>

<span style="color:#000000;"><span style="font-size:14px;"><span style="font-family:Arial,Helvetica,sans-serif;">With research showing that some 80% of consumers are watching how much sugar they eat\*, manufacturers in virtually every food and beverage category are re-examining their formulas. At Cargill, we're sugar reduction pros: our scientists have logged over 300,000 hours studying stevia alone. See how we can sweeten the path to less sugar.&nbsp;</span></span></span><br>

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<tr> <td align="center"> <img alt="Sugar Reduction" data-assetid="64666" height="91" src="http://image.info.cargill.com/lib/fe9d15707366027d76/m/2/14d6062d-02d5-48dd-a1c7-bb2b6dd6a0b8.jpg" style="display: block; height: 91px; width: 140px; text-align: center; padding: 0px; float: left;" width="140"></td></tr></table></td></tr></table></td><td valign="top" class="responsive-td" style="width: 70%; padding-left: 3px;"><table cellpadding="0" cellspacing="0" width="100%" style="min-width: 100%; " class="stylingblock-content-wrapper"><tr><td class="stylingblock-content-wrapper camarker-inner"><span style="font-size:14px;"><span style="color:#000000;"><span style="font-family:Arial,Helvetica,sans-serif;">INSIGHTS:<br> <b>Sugar Reduction Insights Report</b><br> Discover how the sugar reduction trend has evolved.<br> <a alias="Download Sugar Reduction Insights Report" conversion="true" data-linkto="https://" href="https://www.cargill.com/food-beverage/na/sugar-reduction-insights-report-spring-2020" style="color:#c2531b;text-decoration:underline;" title="Download Sugar Reduction Insights Report">DOWNLOAD</a></span></span></span></td></tr></table></td></tr></table></td></tr></table></td></tr></table><table cellpadding="0" cellspacing="0" width="100%" style="min-width: 100%; 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