

## Sweet Balance: Formulating Healthy Indulgence

Food, like life itself, is all about balance. To find balance, consumers crave delicious food products with healthier ingredients that allow them guilt-free indulgence.

Now, revolutionary ingredients empower food manufacturers to offer the sweet balance consumers desire.

### Food and Health

Diet is closely associated with overall health: The food we eat provides our bodies with nourishment and energy critical to our well-being and plays a role in [disease prevention](#) or exacerbation (think type 2 diabetes and cardiovascular disease).

Yet people crave more than just nutrition, and eating is strongly driven by pleasure and comfort.

Enter healthy indulgence.

### The Appeal of Sweet Health

With [half of consumers](#) calling healthy eating a top priority, healthy indulgence is on the rise. Healthy indulgence is when food items are formulated (or re-formulated) with health benefits in mind.

Adding healthy ingredients to foods, drinks, and supplements offers consumers their favorite flavors enhanced with “positive” ingredients that help them meet their eating goals.

### Ingredient Excellence

The surge in demand for [functional ingredients](#) and healthy alternatives creates [new opportunities](#) in the food and beverage industry, driving manufacturers to incorporate super-ingredients into new and reformulated food items.

Functional super-ingredients can offer benefits and boost the nutritional profile of foods, beverages, and supplements. Ingredients like GOFOS<sup>TM</sup>, a prebiotic fiber made of sc-FOS, add fiber enrichment and prebiotic benefits. Made from beet sugar, it enhances sweetness and empowers sugar and calorie reduction in food formulations. And there’s more. GOFOS<sup>TM</sup> contributes to a strong immune system by promoting a balanced gut microbiota.

## A Sweet Wrap-Up

Consumer health consciousness motivates brands to develop delicious products that are good for you. Super-ingredients like GOFOS<sup>TM</sup> offer sweet indulgence while promoting optimal health, supporting digestive health, weight management, blood sugar regulation, and immune system function.

With GOFOS<sup>TM</sup> in the mix, indulging in what you eat comes with health benefits. Finally, you can have your (delicious) cake and eat it too.

