



SYNERGY®

Inspiring Taste

Low & No Alcohol Beverage Innovation Guide

A quick-start resource for developing low & no alcohol beverages without compromising taste, balance, or consumer appeal.



Welcome.

Let this guide be your roadmap to rebuilding in low & no alcohol.

As consumer interest in low & no alcohol accelerates, developers face a familiar problem: recreating the fullness, balance, and complexity that alcohol naturally provides. The same holds true when sugar is reduced — body thins, integration falters, and overall drinkability can drop.

This guide gives you a streamlined path forward: start with the core challenges, explore how targeted flavor solutions rebuild structure and integration, then dive into two practical toolkits — flavor-led sugar reduction and alcohol smoothers & enhancers. Use this as a conversation starter for demos, tastings, or formulation sprints with our team.

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Core Formulation Challenges in Low & No Alcohol

What changes when alcohol is removed?



Loss of Body & Mouthfeel

Removing alcohol often results in a thinner, less satisfying texture.



Reduced Flavor Integration

Alcohol acts as a flavor carrier; without it, flavors can feel flat or disjointed.



Shifted Balance

The absence of alcohol changes the perception of sweetness, sharpness, and overall balance.



Aroma Gaps & Off-notes

Fermentation notes, warmth, and complexity are diminished when alcohol is reduced or removed.

These changes are solvable with **flavor as a strategic tool**, not just a finishing touch.

Innovation Starter: Low & No Alcohol

Mapping Formulation Challenges to Practical Flavor Solutions



Loss of Body & Mouthfeel	→	Rebuild with modulators and mouthfeel enhancers
Reduced Flavor Integration	→	Enhance flavor impact & integration via targeted top notes and bases
Shift in Sweetness & Acidity Balance	→	Boost perceived sweetness and harmony, without adding sugar
Off-Notes & Aroma Gaps	→	Mask & restore complexity with nuances, botanicals and warmth cues

Let's create your next beverage innovation together.

Book a demo, tasting or formulation discussion.



Cut the Sugar, Enhance the Taste

Why sugar reduction matters
for low & no alcohol
beverage innovation.

synergytaste.com



Flavor-led Sugar Reduction

Bold Flavor. Better Nutrition. Smarter Formulation.

Reducing sugar or removing alcohol often creates similar formulation challenges — loss of body, thinner mouthfeel, reduced flavor integration, and gaps in overall balance. Many of the same tools used to maintain taste in reduced-sugar formulas — like strategic flavor layering, modulators, and mouthfeel enhancers — also help rebuild the structure and fullness that alcohol typically provides. This makes sugar-reduction strategies directly relevant for teams developing low & no alcohol innovations.

#1

Sweetened beverages are the no. 1 source of added sugars in the US

156%

5-year CAGR in sugar-free new product launches in the US

40%

of consumers limit their intake of added sugars

Source: Innova Market Insights

Experience Flavor Innovation, First Hand

- **Taste the Difference:** Compare original vs. reduced sugar side-by-side.
- **Evaluate Sweetness:** See how flavor influences sweetness perception.
- **Stay Cost-Neutral:** Reduce sugar while managing cost-in-use.
- **Fuel Ideation:** Spark ideas for your next beverage launch.

Taste the Trends

- 5% malt-based RTD
- 8% hard tea RTD
- Orange Soda
- Sweetener Maskers



Let's create bold flavors with less sugar.

Connect with us to start your next reduced-sugar or low & no alcohol innovation together.

Innovation Toolkit

Alcohol Smoother & Enhancers

Once foundational challenges are understood — body, mouthfeel, integration, and balance — the next step is choosing flavor tools that rebuild structure and add back complexity.



Craft Balance, Warmth, and Complexity at Any ABV

Alcohol Smoothers



Tools to soften harshness and increase drinkability in higher-ABV and RTD builds.

Available smoothers:

- Alcohol Smoother
- Bitterness Masker
- Sweetness Enhancer
- Mouthfeel Enhancer

Alcohol Enhancers



Tools to boost alcohol perception, warmth, and complexity at any ABV.

Available enhancers:

- **Neutral & Base Cues:** Alcohol Burn, Alcohol Booster
- **Clear Spirits:** Gin, Vodka
- **Agave Spirits:** Agave, Mezcal, Tequila
- **Whiskey Profiles:** Bourbon, Scotch, Oak, Charred & Smoked
- **Rum:** Jamaican, Caribbean, White, Dark
- **Spices:** Allspice, Five Spice, Six Spice, Thai Spice



Spotlight: Vanilla Extract

Made from the finest Madagascan vanilla beans, Synergy's bourbon vanilla extract smooths, subtly sweetens, masks bitter off-notes, and enhances complexity. Great for rounding both alcohol and NA builds.

Connect with us to request a sample from our flavor toolkit.

Your guide to flavor, function, and formulation tools that support innovation in low & no alcohol beverages.

Across both reduced-sugar and low & no alcohol applications, the goal is the same: preserve a full, satisfying sensory experience while major components change. Synergy's global flavor expertise helps rebuild balance, boost flavor impact, and deliver the body consumers expect — regardless of what's been taken out.



Beyond Alcohol: Beverage Capabilities Snapshot

From RTDs to functional builds, we help you solve for taste, balance, and integration across categories — so your low & no alcohol concepts connect with what consumers already love.



Our Solutions



Our flavor specialists can help you create new beverages and improve existing formulations that quench consumers' thirst for something extraordinary.

Here's a small taste of our beverage toolkit:



ALCOHOL ENHANCERS

Spirit profiles, burn/booster, masking solutions



BOTANICAL, HERBS & SPICES

From extracts and top notes to full flavor profiles



CITRUS

Extracts and solution with global provenance nuance



COFFEE & TEA

From extracts and essences capturing peak aromatics to fully customized profiles



SWEET FLAVORS

Dessert, fruit and other indulgent profiles



VANILLA

Pure extracts and customized flavors

Categories we serve:

Alcohol & Alcohol Alternatives
Ready-to-Drink (RTD) & Ready-to-Mix (RTM)
Carbonated Soft Drinks (CSD) & Flavored Water
Energy & Sports Nutrition
Coffee & Tea
Dairy & Other Functional Beverages



SynergyPure® Extracts & Essences are water-based and created using naturally sourced, plant-based ingredients, which are distinguished by their freshly picked flavor components derived from our proprietary processing system.



The future of innovation starts here.



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Let's create your next
beverage innovation
together.

Get in touch with us.



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