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Cargill Launches Craftiva Reduced-Sugar Syrups and Sweetener Packets

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Cargill has introduced Craftiva, a reduced-sugar brand of flavored syrups and sweetener packets for consumers who want to cut back on sugar without giving up great taste.

Consumer research points to growing demand for reduced-sugar options. In the International Food Information Council's 2025 Food & Health Survey, 61 per cent of Americans said they are trying to limit sugars, while 14 per cent said they are trying to avoid them entirely. Among younger consumers, Cargill's 2026 Future of Sweeteners research found that 1 in 4 Gen Z and millennial consumers prefer reduced-sugar products.

"We believe reduced sugar is becoming an addressable market of its own," said Asheesh Choudhary, senior vice president and managing director of consumer brands at Cargill. "The Craftiva portfolio is built around the idea that consumers shouldn't have to choose between great flavor and reducing sugar. We're excited to bring a new option to serve both needs."

Built on Cargill's sweetener and flavor expertise, Craftiva is designed for the middle ground between full sugar and zero sugar. Its reduced-sugar flavored syrups and two-ingredient sweetener packets are made for everyday drinks: the morning latte, the afternoon cold brew, the weekend mocktail. Craftiva is made for people who want less sugar, not less flavor.

Craftiva flavored syrups come in Vanilla, Caramel, Brown Sugar & Cinnamon and Toasted Marshmallow. Each serving has just 7 grams of sugar, compared with approximately 20 grams in the leading national-brand full sugar syrup, while delivering the rich flavor people expect from café-style drinks. The syrups are made with cane sugar, stevia sweetener and sea salt for a balanced sweetness and are available in both 375-milliliter (12.7-ounce) and 750-milliliter (25.4-ounce) sizes.

Craftiva sweetener packets are made with two ingredients: cane sugar and stevia sweetener. Each packet has 5 calories and sweetness comparable to two teaspoons of sugar. Packets come in multiple count sizes for home, on the go and foodservice.

"Consumers increasingly want to reduce sugar, but they don't want to give up the drinks and flavors they love," said Brian Tockman, senior director of consumer brands at Cargill. "The Craftiva lineup was created specifically for that customer. Our goal is simple: deliver premium, great-tasting sweetness and flavor with meaningfully less sugar."