

SUGAR REDUCTION

# SWEETNESS WITHOUT SWEETENERS

Consumers are turning away from sugar, and natural alternatives are in high demand. Sugar continues to be a key concern in nutrition. To address this issue, the main opportunity lies therefore in exploring various **sugar replacement and reduction** strategies.

CLEAN LABEL  
 NATURAL INGREDIENTS  
 HERBALS  
 SUGAR REDUCTION  
 INNOVATIVE  
 PLANT BASED  
 VEGETARIAN  
 VEGAN  
 MINIMAL PROCESSING

**SUGAR REDUCTION**

Sugar-reduced or even sugar-free solutions are likely to gain wider traction in the near future due to consumers' growing aversion to sugar. Brands need to ensure that consumers can understand the amount and type of sugars or sweeteners a product contains to help them make informed choices based on their dietary and taste preferences.

We can provide solutions that help you to reduce sugars without adding sweeteners. Our components are extracted from plants: they are fully natural and not chemically modified. They can thus be declared as extracts or strong infusions, and do not negatively affect the ingredient lists. Indeed, they could even improve them.

Our sweetening plant-based ingredients that can support your re-formulation considerations: sweet blackberry leaves, liquorice root, stevia leaves, as well as sweet herbal mixtures.



CONFECTIONERY



ICE CREAM



BEVERAGES



CEREALS



DAIRY



BAKED GOODS



TEAS



API



INSTANT POWDER



LIQUORS

## STANDARD LIST - SWEETENING PLANT-BASED INGREDIENTS

PRODUCT CATEGORY	USED PLANT	RECOMMENDED DOSAGE [%]	SWEETNESS COMPARED TO SACCHAROSE
Strong Infusion	Sweet blackberry leaves	2.5	0.5
	Liquorice root	2.5	0.4
	Stevia leaves	2.5	1.2
	Sweet herbal mixtures	2.5	1-1.5
Powdered Extract*	Sweet blackberry leaves	0.1	8
	Liquorice root	0.3	13
	Stevia leaves	0.1	36
	Sweet herbal mixtures	0.1-0.3	25-40

\* It can also be supplied as soft extract

All of the above products can be supplied with either conventional or organic quality.

Our sweetening solutions provide considerable sweetness, as well as a well-balanced taste at very high sensory acceptance levels. These products do not only provide sweetness, but also enhance the taste experience of the final product.

We can help you to develop natural beverages and foods that taste sweet, but have less calories from sugar and no additives.

Our highly experienced Application and Product Development teams will be pleased to support you in finding the right solution for your product formulation challenges.

The use of raw materials in various industries with regard to local food regulations may have to be examined in detail. We look forward to hearing from you regarding your individual requirements.

