

# SAV-R-SWEET

## Bitter Masking of Stevia

A new World Health Organisation (WHO) guideline recommends adults and children reduce their daily intake of free sugars to less than 10% of their total energy intake. A further reduction to below 5% per day would provide additional health benefits by reducing the risk of obesity, diabetes, and heart disease. WHO defines free sugars as monosaccharides and disaccharides added to food or naturally present in honey, syrups, fruit juices, and fruit concentrates.

### Sources of Free Sugar

#### Non-Alcoholic Drinks (16%-40%)

- Soft drinks (8%-30%)
- Fruit juice (8%-14%)

#### Sugar Preserves and Confectionery (19%-26%)

- Sugar confectionery (1%-7%)
- Chocolate confectionery (4%-8%)

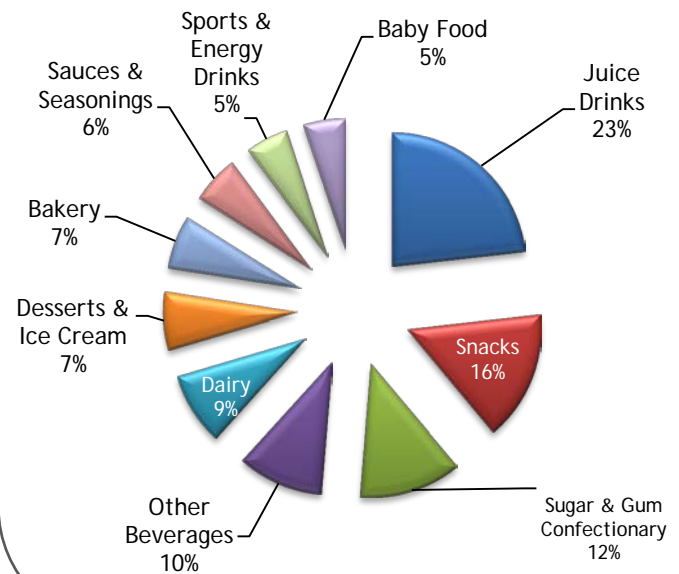
#### Cereal and Cereal Products (21%-29%)

- Breakfast cereals (5%-8%)
- Biscuits (6%-8%)
- Buns, cakes, pastries, fruit pies (6%-13%)

#### Milk and Milk Products (6%-18%)

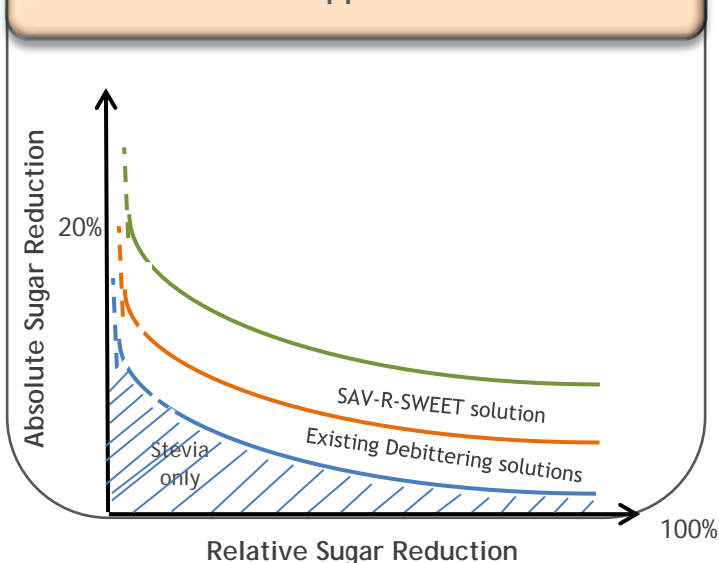
- Yoghurt and dairy dessert

### US food introductions with low/no/ reduced sugar claim, 2011-2015, by category

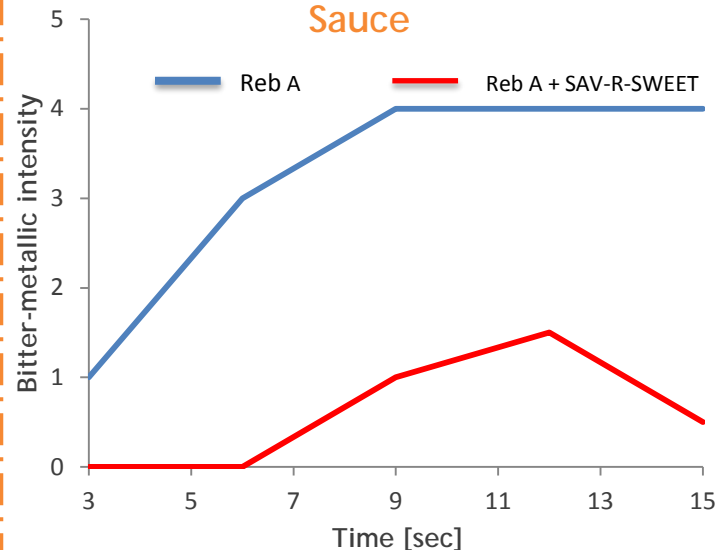


Source: Mintel

### Benefit of SAV-R-SWEET in Sugar Reduced Food Applications



### Bitterness in Sweet n' Sour Sauce



# Ohly's Natural Solution...

## SAV-R-SWEET Benefits:

- Natural & Clean Label
- Labelling: EU & US Natural Flavouring
- Block Bitterness and Off Flavours
- 100% Soluble & Transparent

## STEVIA (Rebudiosid A) Benefits:

- No Calories
- Natural Sweetener from the leaves of a Stevia Plant
- Sweet Taste from Steviol Glycosides approved as a food additives (E960) by the European Commission in November 2011

## Objective:

To realise a relative sugar reduction of  $\geq 50\%$  and an absolute sugar reduction of  $>5\text{g}/100\text{g}$  by enhanced debittering of Stevia when used at a higher dose.

**Example: Sweet and Sour Sauce with 50% relative and 8% absolute Sucrose Reduction**

