



Fructalose® SF75
 “All-natural, low-calorie sweetener”

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 CLEAN LABEL
 CONFERENCE

Making inulin work for you





Agenda

- Functional Properties
- Consumer Research
- Nutritional Claims
- Labeling and Regulatory



Frutalose® SF75 Chicory Root Fiber

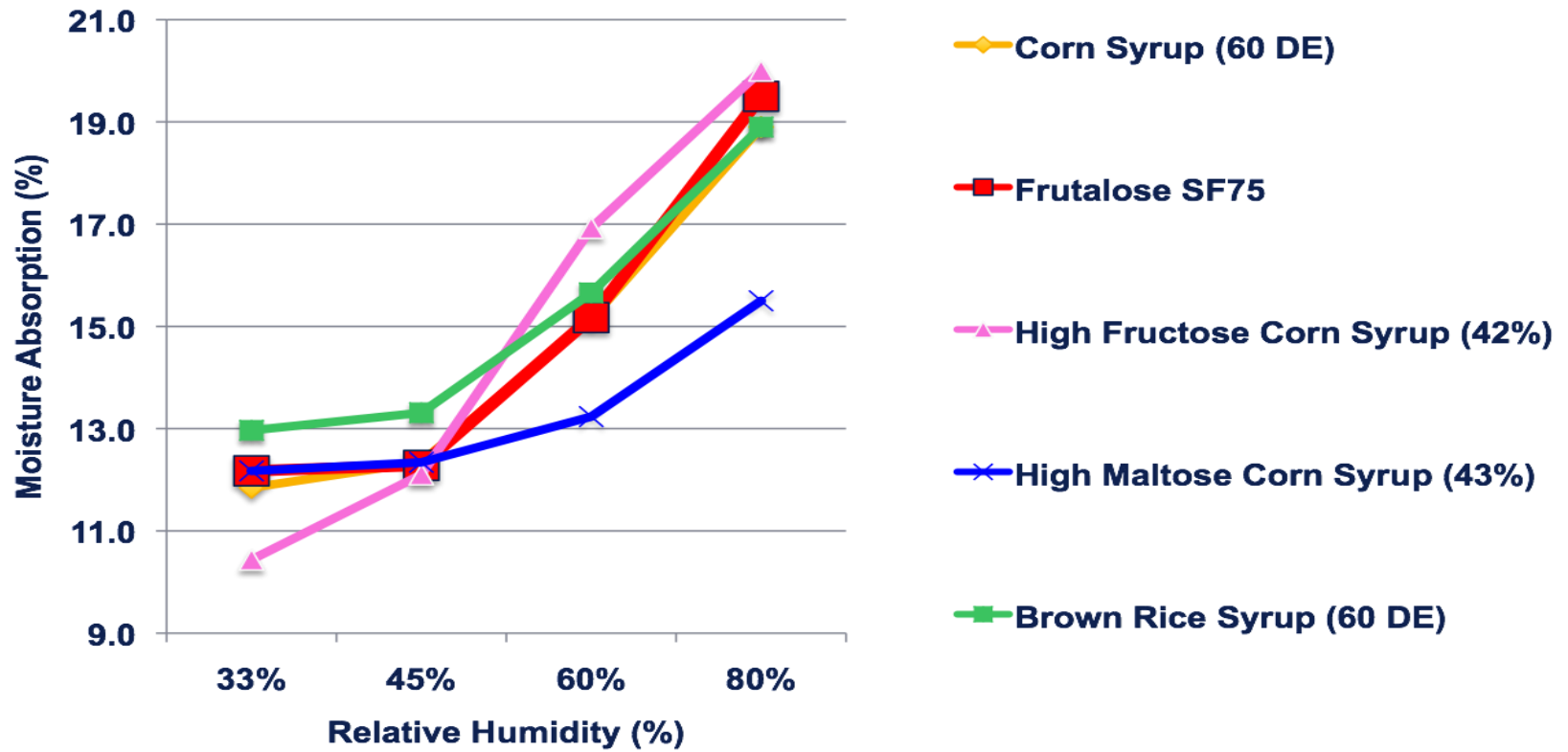
- Functional Benefits

- 65% the sweetness of sugar
- Provides humectancy
- Highly soluble (75% @ 68° F)
- Synergistic with high intensity sweeteners
- Enhances fruit flavors
- Easily replaces sugar alcohols





Sorption Isotherm - Frutalose[®] SF75 vs Other Sweet Syrups





Frutalose[®] SF75 and High Intensity Sweeteners (HIS)

Sweetness Synergy with HIS

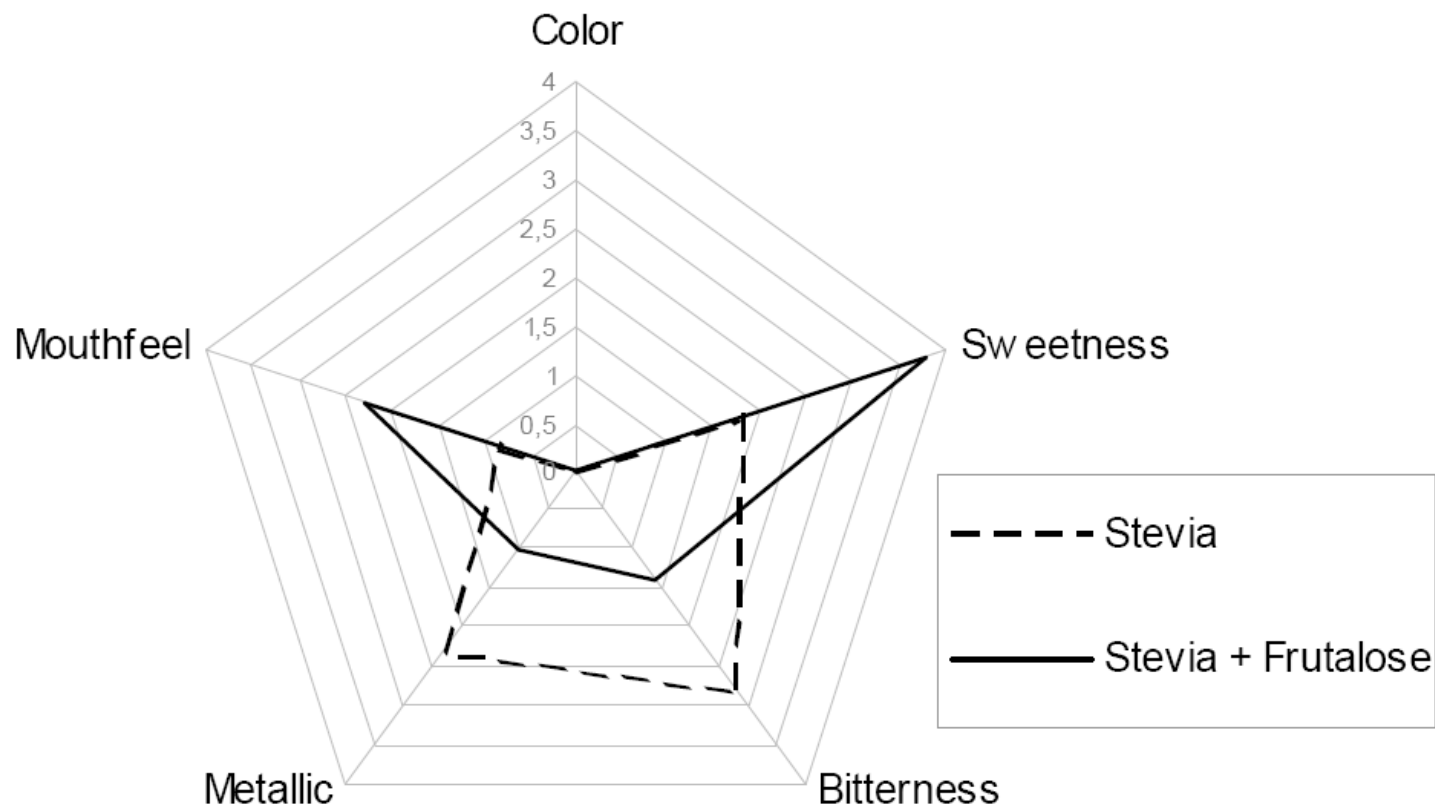
	Reduction of HIS dosage (%)*
Stevia	15
Sucralose	18
Acesulfame-K	30
Aspartame	25
Saccharin	45

*Reduction of HIS dosage as a result of addition of 5% Frutalose[®] SF75



Masking Stevia

Masking off- and aftertaste of HIS – example





Consumer Survey*

- More than 50% of consumers thoroughly read labels
 - 40% reported scanning labels more briefly
- 50% indicated that the fiber level influenced their decision
 - More than 60% of consumers under the age of 36
- 61% are influenced by the sugar level in a product
 - 30% indicated a preference for stevia sweetened products
- 83% found the term ‘chicory root fiber’ appealing

*Online Survey: Conducted July 2014



Consumer Survey – Heat Map

- Information about ‘Natural’, ‘Protein’ and ‘Fiber’ seen as appealing





Consumer Survey – Heat Map

- Sugar content and fiber level seen as the most appealing





Potential Claims

Claim	Requirement
“Excellent Source of Fiber”	5 grams per serving
“Good Source of Fiber”	2.5 grams per serving
“Reduced Sugar”	25% less sugar than reference
“Supports digestive health” or “prebiotic”	5 grams per day



Labeling and Regulatory

- Clean label as ‘chicory root fiber’
- FDA GRAS affirmed
- Natural and Non-GMO
- 2.1 kcal/gram
- Included as ‘dietary fiber’ on the Nutrition Facts Panel
- Supported by strong, clinical research



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