Frutalose® SF75
“All-natural, low-calorie sweetener”
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Sensus America, Inc.
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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

- Corn Syrup (60 DE)
- Frutalose SF75
- High Fructose Corn Syrup (42%)
- High Maltose Corn Syrup (43%)
- Brown Rice Syrup (60 DE)
Frutalose® SF75 and High Intensity Sweeteners (HIS)

Sweetness Synergy with HIS

<table>
<thead>
<tr>
<th>Sweetener</th>
<th>Reduction of HIS dosage (%)*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stevia</td>
<td>15</td>
</tr>
<tr>
<td>Sucralose</td>
<td>18</td>
</tr>
<tr>
<td>Acesulfame-K</td>
<td>30</td>
</tr>
<tr>
<td>Aspartame</td>
<td>25</td>
</tr>
<tr>
<td>Saccharin</td>
<td>45</td>
</tr>
</tbody>
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*Reduction of HIS dosage as a result of addition of 5% Frutalose® SF75
Masking Stevia

Masking off- and aftertaste of HIS – example

![Graph showing the effect of Stevia and Stevia + Frutalose on sensory attributes like color, sweetness, mouthfeel, metallic, and bitterness.]
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

<table>
<thead>
<tr>
<th>Claim</th>
<th>Requirement</th>
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<tbody>
<tr>
<td>“Excellent Source of Fiber”</td>
<td>5 grams per serving</td>
</tr>
<tr>
<td>“Good Source of Fiber”</td>
<td>2.5 grams per serving</td>
</tr>
<tr>
<td>“Reduced Sugar”</td>
<td>25% less sugar than reference</td>
</tr>
<tr>
<td>“Supports digestive health” or “prebiotic”</td>
<td>5 grams per day</td>
</tr>
</tbody>
</table>
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
Making inulin work for you