

“Clean Label Conference, March 26-28, 2018”



Ingredion

BESTEVI[®]A Reb M 95% stevia leaf sweetener

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- Sugar regulation trends
- Reb M vs. Reb A
- Labeling and claims
- Value proposition
- Consumer research validation
- Key Takeaways

Global concerns on obesity & sugar reduction



1.9B

adults were overweight (40%)

IN 2014

600M

adults were obese (13%)

WHO recommends:

Taxes on sugary drinks
20% tax to reduce sugar consumption

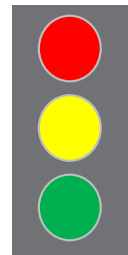
Sugar Reduction Initiatives



€ £ \$
TAX



Traffic
light labeling
system

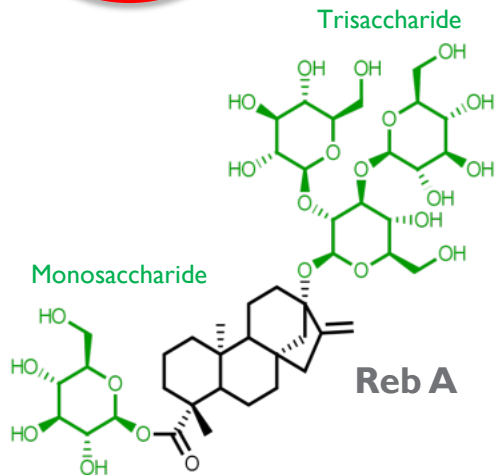
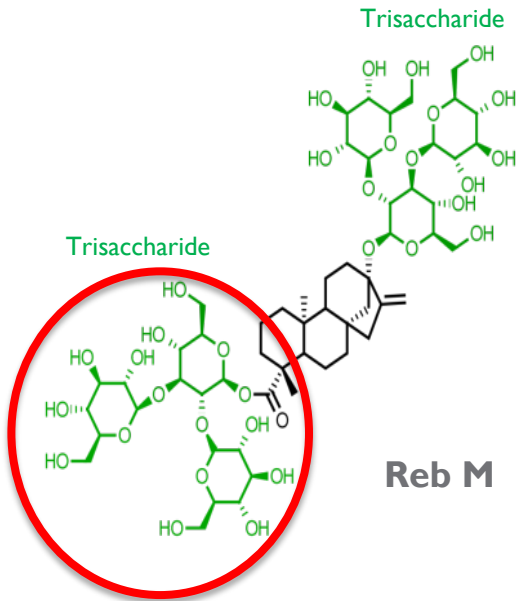


- Stevia market is growing
- Customers are requesting improved sweetness profile



- 52 different steviol glycosides are identified in the JECFA 20 monograph
- Steviol glycosides differ in their molecular structure, sweetening power and taste
- Reb A and stevioside make up the bulk of the glycosides
- Reb M is typically less than 1% of total steviol glycosides in the leaf

Reb M versus Reb A



Structure: Similar structure to Reb A but with tri-saccharide at C-19 position

Stability: For a wide variety of food and beverage systems, the process and storage stability of Reb M is high and very similar to that of Reb A

Solubility: Solubility of Reb M at pH 3.0 is 1100 ppm at refrigerator and 1500 ppm at room temperature. Can be used as a sole sweetener to achieve the sweetness intensity in single strength beverages

Sensory: Reb M has higher sweetness and low bitter taste when compared to Reb A

BESTEVI[®] Reb M stevia leaf sweetener

Labelling and Claims

Non-GMO Declaration

- Verified



Label Declaration

- U.S. = Stevia Leaf Reb M
- Canada = Stevia Leaf Extract
- Mexico = Stevia

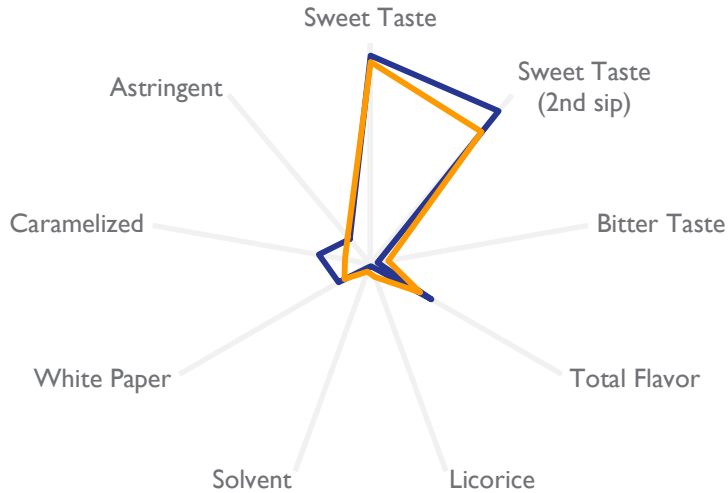
Natural – No Artificial

- “No Artificial Sweetener
(derived from the stevia leaf)”

Manufacturing Process

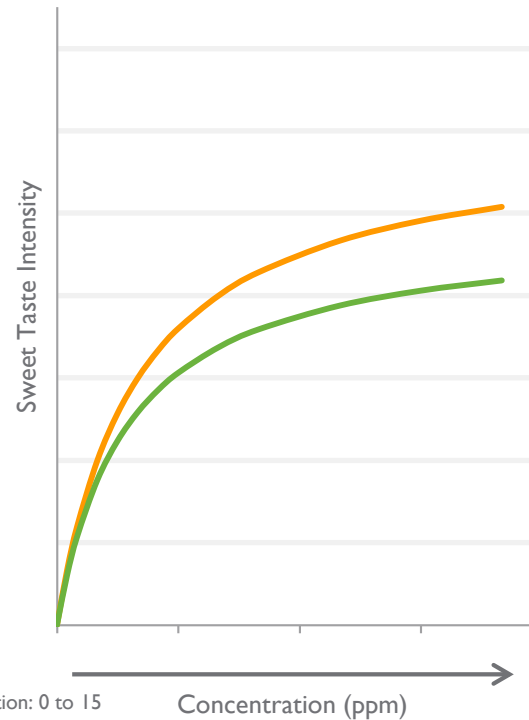
- Starting from stevia leaves
- Not from corn dextrose
- Cost competitive vs. extraction

- True sugar-like sweetness
- Higher sweetness intensity
- Enables full sugar replacement
- Stevia leaf-based



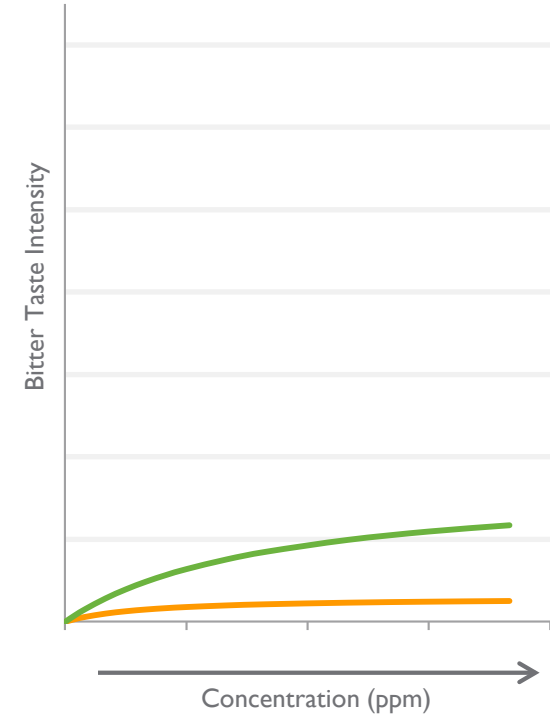
Reb M
Sucrose
 Scale of evaluation: 0 to 15
 Samples evaluated in water at 10% SSE and ~70°F

Sweet Taste



Reb M
Reb A
 Scale of evaluation: 0 to 15
 Samples evaluated in water at ~70°F

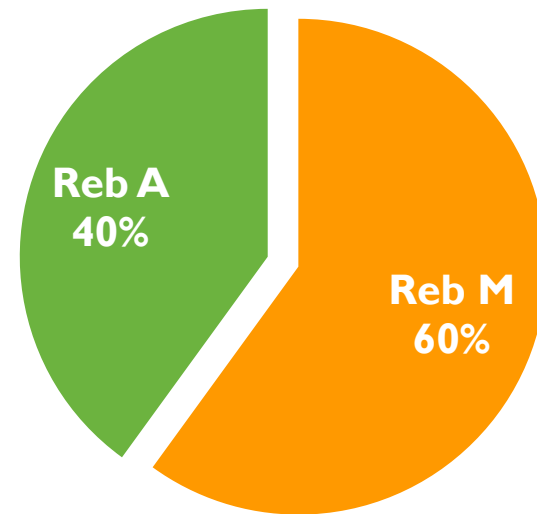
Bitter Taste



300 sweet-loving consumers, across five cities, participated in a blind taste test of flavored waters. **BESTEVI**A[®] Reb M captured a 60/40 preference.

- Reb M outperformed on many attributes:
 - Overall preference
 - Sweetness liking
 - Taste expectations
 - Purchase intent
 - Thirst quenching
 - Refreshing
 - Balanced
- Those that preferred Reb A viewed Reb M as “too sweet”
- “Stevia Leaf Reb M” was strongly preferred as the label option of choice

Reb M preferred vs. Reb A

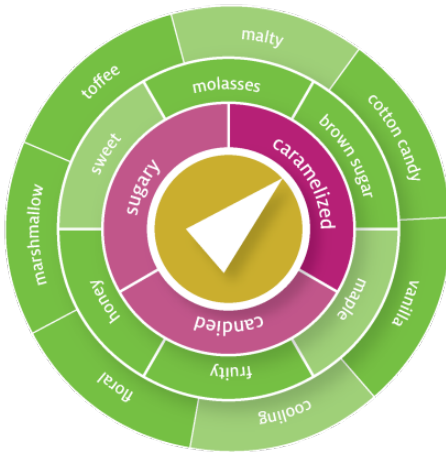


[Watch the video!](#)

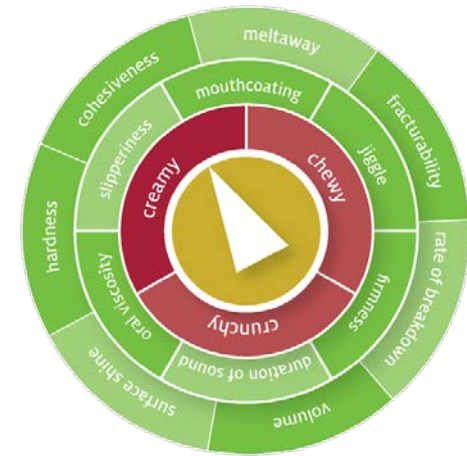
- BESTEVIA[®] Reb M stevia leaf sweetener was launched by Ingredion and SweeGen at IFT, 2017
- Multiple labeling options exist but results from consumer testing favored the use of “Stevia Leaf Reb M”
- Reb M can be successfully used in a wide variety of food and beverage products
- BESTEVIA[®] Reb M stevia leaf sweetener is a naturally derived high potency sweetener that has a superior taste and enables greater sugar reduction than Reb A

Ask me how Ingredion's Dial-In™ Sweetness and Texture Platform can help!

 **sweeten everything**



 **improve texture**



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Thank you

Questions?