BESTEVIA® 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

WHO recommends:

Taxes on sugary drinks

20% tax to reduce sugar consumption

Sugar Reduction Initiatives

Traffic light labeling system

Source: World Health Organization
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

Stevia market is growing
Customers are requesting improved sweetness profile

Clean label high potency sweeteners

Stevioside
Rebaudioside A
Other Minor Glycosides Reb B, C, D, E, F, M
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
BESTEVIA® 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
BESTEVIA® Reb M – Value Proposition

- 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

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

Source: Ingredion Global Sensory, Trained Panel
300 sweet-loving consumers, across five cities, participated in a blind taste test of flavored waters. BESTEVIA® 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
Key Takeaways

- 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!

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Thank you

Questions?