

# Sweetness from Stevia



	Extraordinary Stevia Solutions
<b>TATE &amp; LYLE</b>	

A partnership that opens the door to possibility

# Extraordinary Stevia Solutions

Stevia has many benefits that make it a natural choice for food manufacturers and consumers.



## Why Sweetness from a Natural Origin?

As obesity and diabetes rates rise, people around the world are looking for easy ways to consume less sugar while still enjoying the foods and beverages they love. Additionally, many consumers have become skeptical of artificial ingredients, sparking the trend of “clean-label” claims and products featuring more natural and plant-derived ingredients.

## Why Stevia?

Stevia, a plant-extracted sweetener, contributes zero calories, does not raise blood sugar and is 200 to 300 times sweeter than sugar. These facts alone mean stevia sweeteners can achieve the same sweetness as sugar by using only a small amount. In addition, stevia sweeteners are derived from a natural plant source, which makes them appealing to a majority of consumers.

**9 OUT OF 10 CONSUMERS FIND THE CLAIM “NATURALLY SWEETENED” APPEALING<sup>1</sup>**

## Primary benefits of stevia sweeteners:

- Zero calories
- From a natural source
- High-potency sweetness
- Great tasting
- Suitable for people with diabetes

## From Seed to Sweetener

Sweet Green Fields Co. Ltd. is one of the largest privately held, fully integrated global stevia ingredient companies. What sets Sweet Green Fields apart is its vertically integrated stevia supply chain. With direct management of crops in several countries, and R&D resources in the US and China, Sweet Green Fields asserts control from seed to final sweetener.

## Partners You Can Rely On

Together, Tate & Lyle and Sweet Green Fields bring decades of stevia expertise, a unique sweetener formulation experience, thousands of recipes, supply security and a team of technical experts.

By leveraging Tate & Lyle’s global applications teams, you can also reduce the cost of R&D, gain access to proprietary, ingredient-specific research, and improve your development productivity. Enjoy an innovative approach that takes you from idea to plate to consumer testing faster than ever before.

## Stevia Solutions

Tate & Lyle and Sweet Green Fields have partnered to present a wide portfolio of stevia solutions suitable for any application. Each of the five available product families has something unique to offer.

## Intesse™ Stevia, Omega Stevia and TASTEVA® Stevia Sweetener

This family of premium stevia sweeteners provides optimized compositions that have a cleaner taste and enable higher levels of sugar reduction. These products are the ideal choice for food and beverage products with challenging sugar-reduction goals.

**9 OUT OF 10 CONSUMERS SAY TASTE IS THEIR TOP PURCHASE MOTIVATOR<sup>2</sup>**



WHEN THINKING OF SWEETENERS, “IS A GOOD BALANCE OF TASTE AND HEALTH” THE MOST IMPORTANT BENEFIT TO A CONSUMER WHEN CHOOSING A SWEETENER?

STEVIA RANKED SECOND HIGHEST IN THIS ATTRIBUTE (48%), ONLY TO HONEY (65%).<sup>3</sup>

- Intesse™ Stevia — An optimized blend of steviol glycosides, Intesse™ delivers a clean and smooth taste, even at high addition rates.
- Omega Stevia — Provides excellent solubility and delivers quick, sugar-like sweetness with a clean finish. Use Omega to eliminate bitterness and licorice aftertaste in medium to high sugar-replacement applications.
- TASTEVA® Stevia Sweetener — A proprietary blend suitable for use in higher sugar-replacement formulations. TASTEVA® is liked and accepted by consumers, even those who are typically sensitive to stevia’s bitter aftertaste.

## The Optimizer Range

This product family offers proprietary compositions with similar taste and quality to Sweetesse™ Stevia 97, but at a better cost in use.

- Optimizer 1.10
- Optimizer 2.10
- Optimizer 3.10
- Dual 3.05

These products are optimized steviol glycosides compositions and provide ideal alternatives for Reb A products in the purity range of RA80 to RA97 to enable a lower cost in use without compromising on taste.

## Sweetesse™ Stevia, Altesse™ Stevia and Puresse™ Stevia

A range of purified rebaudioside A (Reb A) products are available to provide both standard stevia solutions and ones with further taste and performance refinement.

- Sweetesse™ Stevia 95
- Sweetesse™ Stevia 97
- Altesse™ Stevia 99
- Puresse™ Stevia 100

## Greenesse™ Stevia

This SG95 family offers cost-effective stevia solutions for lower levels of sugar replacement.

- Greenesse™ Stevia 50
- Greenesse™ Stevia 60
- Greenesse™ Stevia 80



## Natrose™ I

Natrose™ I is a glycosylated stevia flavor that complies with FEMA GRAS 4728. The Natrose™ family includes the flavor itself and some unique blends with steviol glycosides ready-made for either 30 or 50% sugar replacement in applications such as beverages and dairy products.

- Natrose™ I natural flavor
- Natrose™ 30
- Natrose™ 50

# Applications Guide for Optimized Products

	CSD	TEA	FLAVORED WATER	DAIRY	JUICE	TABLETOP SWEETENER
7%-10% SE*	Premium Products Intesse™ or Omega or TASTEVA®				Dual 3.05/Omega	Dual 3.05
						Optimizer 2.10
4%-6% SE*	Premium Products Intesse™ or TASTEVA®				Dual 3.05	Optimizer 1.10
						Optimizer 1.10/3.10
	Combinations of stevia sweeteners and Natrose™ I or Natrose™ 50					
2%-3% SE*	Optimizer Range					
	Combinations of stevia sweeteners and Natrose™ I or Natrose™ 30					

\*SE (sugar equivalence)

Sweet Green Fields' premium products are free from undesirable linger and bitterness. They add great sweet taste in beverages and tabletop, meeting a sugar-reduction goal from 30% to 100%.

Tate & Lyle and Sweet Green Fields have partnered together to expand their offerings and their reach, opening the door to possibility for manufacturers around the world. Discover the sweet opportunity that awaits. Visit [sweetgreenfields.com](http://sweetgreenfields.com) or visit [tateandlyle.com](http://tateandlyle.com) and search "Stevia Solutions."



Sources

<sup>1</sup> Tate & Lyle Consumer Research, Quantitative and Qualitative (2010–2011).

<sup>2</sup> Online research conducted for Tate & Lyle in July 2015.

<sup>3</sup> Tate & Lyle Sweetener Perception Research December 2015