

# TasteSolutions® Sweetness

## Envision the future of taste with us

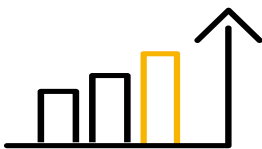


### Consumer understanding drives our innovation

Attitudes towards sugar and sweeteners are evolving around the globe. Our solutions come from a decade of taste research and front-line experience. We focus on what drives sugar reduction today and what to watch for tomorrow.

### Going beyond sugar replacement

Our solutions have been developed by taste and sensory experts and are based on extensive research around three key factors:



#### Intensity

##### How sweet is it?

Our taste receptor research gives us the broadest portfolio of proprietary taste ingredients.



#### Quality

##### How similar to sugar?

Our groundbreaking sensory methods bring sweetness quality measurably closer to sugar.



#### Satisfaction

##### Is it fully enjoyable?

Our goal is flavours so satisfying, that less sugar still delivers full enjoyment.

### Brand loyalty is difficult to build and easy to lose

Sugar reduction must fit within complex regulatory guidelines. Our solutions are backed by the compliance team that helped set the standards for FMPs.

# Because satisfaction isn't measured in brix and enjoyment comes from more than just sugar.

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## What is driving your sugar reduction?



"I've bought this brand for years, but now I am looking for **less sugar on the label.**"  
Loyal customer

"The brands my parents used aren't always **healthy** enough for me."  
Next generation customer

"**Avoiding calories** is important for my weight maintenance, and of course I want great taste!"  
Diet customer

"My beverage needs less sugar in it to stay **price competitive.**"  
Product developer

"How can I satisfy evolving consumer needs? I want confidence that my **low sugar formulations** appeal to consumers."  
Product developer

"I don't want something diet or full of sugar. I want healthy options that **taste real.**"  
Holistic customer

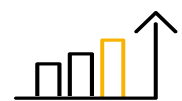
"I like stevia because for me, healthy means **natural and low calorie.**"  
Natural and diet customer

**Tell us your challenges and let us show you our latest sugar reduction solutions!**

### TasteSolutions® Sweetness

We understand that different sugar reduction scenarios require different solutions, and ours are the most comprehensive in the industry:

- Better quality of sweetness than ever before
- Globally natural, non GMO, organic and kosher technologies available
- Trusted compliance
- Unique, proprietary technology
- Low sugar applications support
- Sensory variables for driving preference beyond sweetness



Intensity



Quality



Satisfaction