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White Paper Takes Mystery Out Of Sugar Reduction For Food, Beverage Developers

PORTLAND, Ore. — Demands to reduce added sugar and lighten calorie loads are at an all-time high. Increased consumption of added sugars has been linked to a decrease in intake of essential micronutrients, an increase in body weight and a higher risk for diabetes and cardiovascular disease. Though aim is clearly directed to the food and beverage industry to reduce added sugar, it's not a simple proposition.

To help food & beverage developers meet consumers' desire for natural, reduced sugar foods, Steviva Ingredients has published a white paper, "Taking the Mystery Out of Reduced Sugars." The paper provides an unbiased analysis of the variety of natural, high-intensity sweetener options there are for food manufacturers and technologists targeting a health-conscious consumer.

"Satisfying the world's sweet tooth is not an easy task, not only because of the breadth of our appetite, but also because of the ways sweetness is used and perceived in food products," said Thom King, president of Steviva Ingredients. "Consumer perception of ingredients is just one of the challenges food developers face when



sweetening products. Besides meeting the shopper's conceptualized image of the ideal product label, R&D must satisfy the end users' sensorial expectations. Regardless of consumers' attitudes about sugar – whether positive or negative – the sweetener that replaces it must taste and function like sugar. It is the taste that most people equate with sweetness.”

“Taking the Mystery Out of Reduced Sugars” is available at no charge at <http://www.stevivaingredients.com/press/Taking-the-mystery-white-paper.pdf>. For more information, visit www.stevivaingredients.com call (310) 455-9876.

About Steviva Ingredients:

Steviva Ingredients, Inc., is a global-ingredient supplier with a focus on all-natural, high-intensity sweeteners and customer sweetening solutions for manufacturers. Steviva Ingredients sweeteners and bulk ingredients are all- natural, GMO-free, soy-free, corn-free and allergen-free. More information about Steviva Ingredients is available at: <http://www.stevivaingredients.com>.

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