

WHO WE ARE

DouxMatok, a global food-tech company, is pioneering efficient delivery of flavors, such as sugar, coupled with improved nutrition, enabling tastier and healthier consumption of foods.

Incredo® Sugar empowered solutions owned and patented by DouxMatok, enhance nutritional values of sweet products by adding better-for-you ingredients, supporting the need of increasing fiber and/or protein levels towards the recommended daily value.

We are on a mission to help lead the food revolution and deliver consumers healthier, sustainable, and more responsibly sourced foods by spearheading the sugar reduction front.



MEET INCREDO® SUGAR - THE REAL HAPPY SUGAR

Incredo® Sugar is a sugar reduction solution based on real cane or beet sugar and is the anchor for broader, innovative formulation capabilities that provide great tasting and healthier food.

Incredo® Sugar improves the efficiency of sucrose delivery and dissolution to the sweet taste receptors, allowing for higher concentration of sucrose around the receptors and enhancing the perception of sweetness with substantially less sugar.

Incredo® Sugar is not an artificial substitute! It is real sugar! It delivers the same sweetness experience and sensory profile of sugar, without compromising taste, mouthfeel, or texture, while using less.

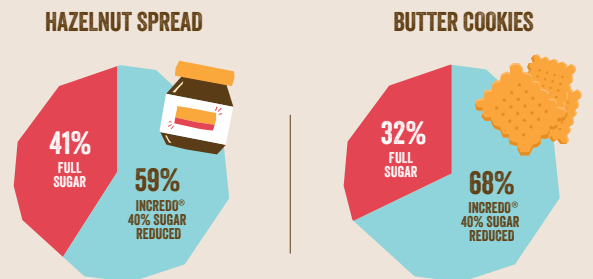
Incredo® sugar was recently recognized as one of the best inventions by TIME Magazine for 2020



CONSUMERS PREFER PRODUCTS MADE WITH INCREDO® SUGAR

Consumers know best, and when we ask them – they just can't tell the difference in sweetness between products made with traditional white sugar vs. the same products made with 30%-50% less sugar when using Incredo® Sugar.

Moreover, in a series of blind consumer tests, products made with Incredo® Sugar were largely preferred by consumers and had higher purchase intentions.



Consumer blind test, conducted in Nov. 2018 by Nielsen's subsidiary as part of a European project (EIT). N=120 mothers of children aged 4-12. Unbranded Sequential- Monadic and Preference test; Tasting according to ISO standards (8589).

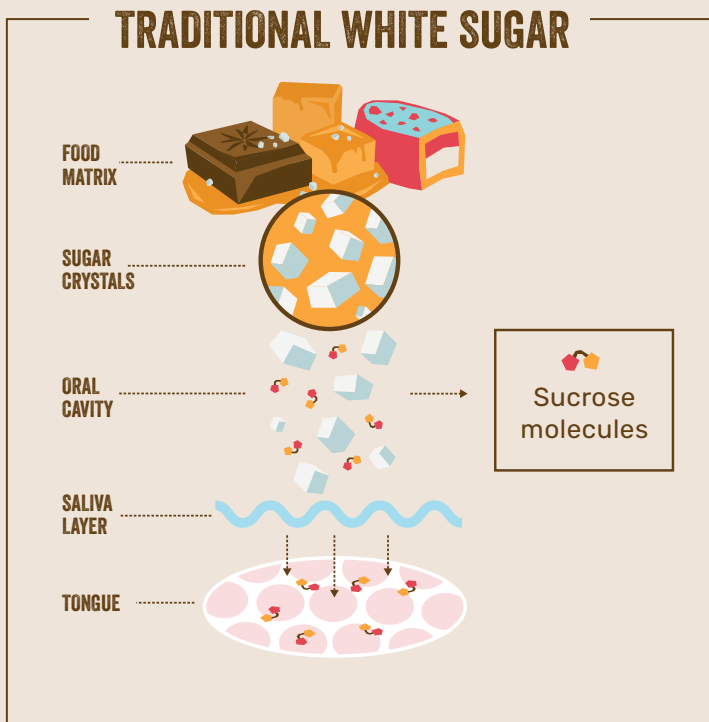
INCREDO® SUGAR EMPOWERED PRODUCTS ON THE SHELVES

We are working with multiple food brands to develop tastier, healthier products, addressing key consumer needs and responding to increasing regulation around sugar reduction. Sweet treats empowered by Incredo® Sugar are available on retail shelves as of the end of 2020.

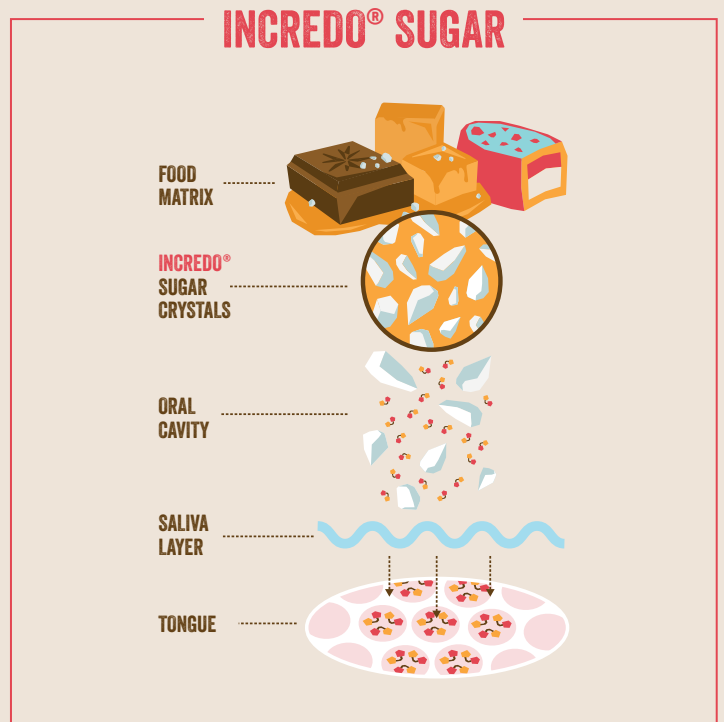


We invite partners to innovate with us and deliver consumers a great taste experience with enhanced nutrition while curbing the overconsumption of sugar!

HOW DOES INCREDO® SUGAR WORK?



Let's first look at what happens when we take a bite of a sweet treat made with traditional white sugar; the food matrix is broken, and some sugar is dissolved into our saliva. Some sugar diffuses from the saliva and through the mucus layer, finally reaching the sweet taste receptors on our tongue. Most of the sugar does not make it to the taste receptors, as it is being washed down to our digestive system.



Incredosugar crystals are structured differently and therefore dissolve faster in the saliva and create a higher concentration of sucrose around the sweet taste receptors. Our brain interprets this higher concentration as "more sugar" in the food. An enhanced perception of sweetness is achieved without any off tastes and lingering sweetness, commonly associated with other sweeteners.

INCREDOSUGAR IS THE CORE PILLAR FOR BETTER-FOR-YOU PRODUCTS

Incredosugar empowered solutions deliver great taste experiences and open up opportunities to enhance nutritional values of sweet products when replacing the bulk of sugar taken out.

Our Application team has great experience working with Incredosugar in various products, including: bakery items, such as biscuits, cakes, cookies, pastries; confectionery items, such as chocolate, chocolate fillings, sugar confectionery, gummies, candies; and in numerous other products like spreads, snacks and bars.



We provide companies with formulation and reformulation services. Our know-how includes an array of bulking solutions, such as plant-based proteins and fibers to improve and optimize the nutritional profile of popular food products, addressing key consumer preferences. By adding better-for-you ingredients, Incredosugar solutions support the need of increasing fiber and/or protein levels towards the recommended daily value.

