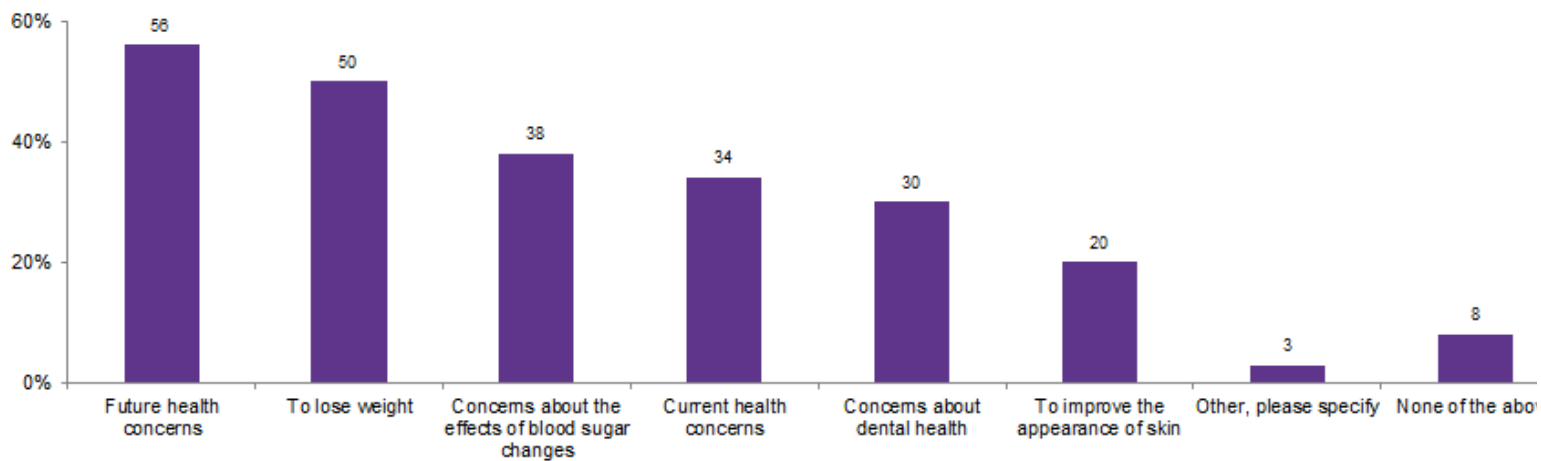


REDUCED OR NO-ADDED SUGAR CLAIMS CONTINUE TO RISE

CONSUMERS NUMBER ONE REASON FOR SUGAR REDUCTION IS HEALTH CONCERNS

US: Why do you limit the amount of sugar in your diet? Please select all that apply.



According to the World Health Organization, worldwide obesity has more than doubled since 1980.² To curb the obesity epidemic, balancing calories consumed and calories expended is key.³



**Health indicators driving
need for calorie reduction**

OBESITY

DIABETES

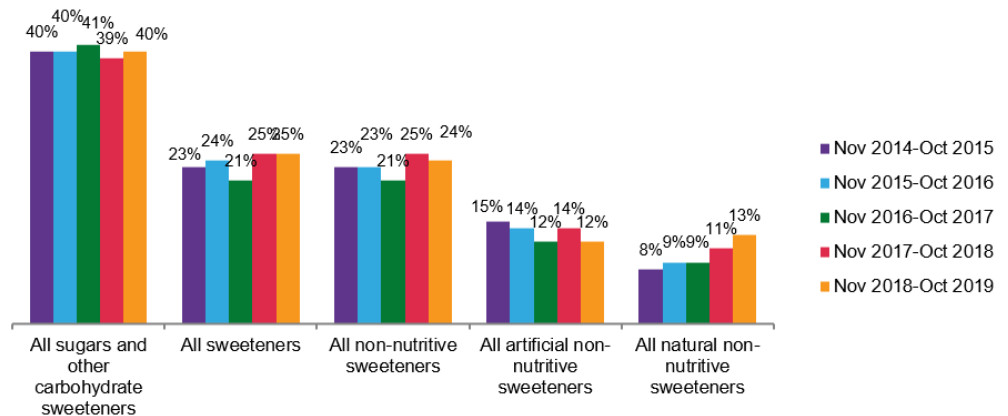
**HEART
DISEASE**

EVIDENCE SUPPORTS THE USE OF LOW AND NO CALORIE SWEETENERS

A scientific statement from the American Heart Association (AHA) and American Diabetes Association (ADA) concluded non nutritive sweeteners, when used carefully, may aid in reducing total energy intake and assist with weight loss/control, while providing beneficial effects on related metabolic parameters. ⁴

In North America, natural non-nutritive sweeteners have overtaken artificial non-nutritive sweeteners in drink launches

North America: percentage of drink product launches that contain select carbohydrate sweeteners/additive sweetener ingredient groups, Nov 2014-Oct 2019



There is
opportunity within
the confection
segment for low
sugar/no sugar
added claims

ONLY
18%

of US consumers say
they are eating more
confectionery because
of better low sugar
options

References:

1. Lightspeed/Mintel Sugar reduction: balancing health, naturalness & taste
2. World Health Organization. Obesity and Overweight Fact Sheet. June 2016.
3. Institute of Medicine, Food and Nutrition Board. Dietary Reference Intakes: Energy, Carbohydrates, Fibre, Fat, Fatty Acids, Cholesterol, Protein and Amino Acids. Washington, DC: National Academies Press; 2002/2005
4. Dietary Guidelines Advisory Committee. Report of the Dietary Guidelines Advisory Committee on the Dietary Guidelines for Americans, 2015.
5. Mintel, GNPD Sugar reduction: balancing health, naturalness & taste
5. Mintel, GNPD What consumers prefer regarding sugar reduction



BATORY FOODS®

Ingredients in Motion™

Batory Foods offers a variety of sugar reduction ingredients to meet a wide range of applications

HIGH INTENSITY SWEETENERS

Acesulfame Potassium
"Ace K"

Aspartame

Monk Fruit

Saccharin

Stevia Leaf Extract
(Reb A, D, & M)

Steviol Glycosides

Sucralose (Dry, Liquid)

SUGAR ALCOHOLS

Erythritol

Glycerin

Maltitol (Dry, Liquid)

Mannitol

Polyglycitol

Sorbitol (Dry, Liquid)

Xylitol

BULKING AGENTS

Inulin (Chicory Root Fiber)

Maltodextrin (Corn,
Potato, & Tapioca)

Soluble Corn Fiber
(Dry, Liquid)

FLAVORING AGENT

Magnasweet®

Magnasweet® is a
registered trademark of
Mellin Worldwide LLC

RARE SUGAR

Allulose (Dry, Liquid)

BLENDS

Erythritol Monk Fruit
Blend

Maltodextrin Sucralose
Blend

NEW!

BATORY SWEET ESSENTIALS™

Sugar Reduction Blends

Our Sweetener Specialists® have been hard at work creating a line of superior tasting sugar reduction blends using high quality, functional ingredients—such as Allulose, Erythritol, Soluble Corn Fiber, Stevia and Steviol Glycosides. Each blend is meticulously crafted to meet the needs of specific applications from bakery and beverages, to dairy and beyond.

BATORY
sweet
essentials™

Blends

B-TRU

B-INTENSE

B-FIBER

B-CLEAR (A)

B-CLEAR (E)