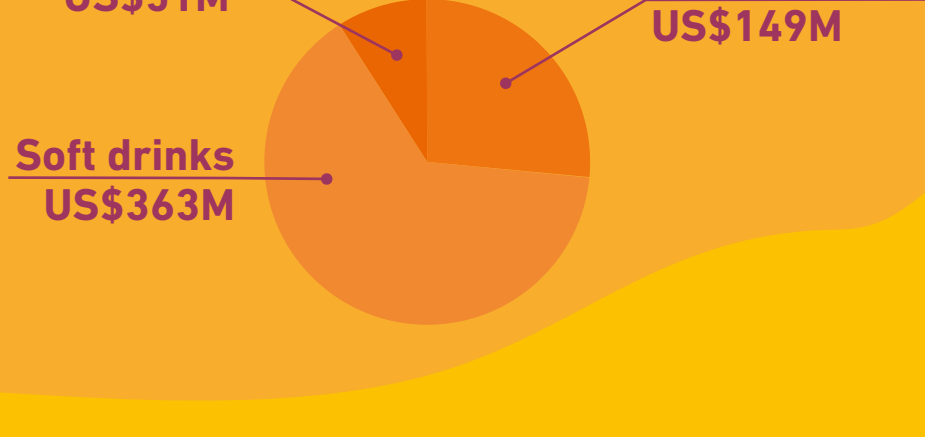


SWEET BEVERAGES: KEEPING GOOD TASTE WITH SUGAR SUBSTITUTES



Beverage industry

Non-alcoholic drinks global market worth \$US563 million in 2018¹



Non alcoholic beverages show notable growth²

In particular:



Except soda: **- 6%**, due to a negative perception of sugar input (soda brings 12.3g of sugar³/person/day in the world).

Consumer seeks out better-for-you options

(low sugar, free from artificial flavors & ingredients)



A challenge for beverage industry to create tasty and low sugar beverages.

Here is why beverage companies use sugar



- For aromatic purposes
- To correct bitterness or acidity
- To boost flavor and color



- For its viscosity, stability and solubility properties
- To prevent oxidation



Sugar has negative effects on health



Consumption of sugar not only **increases the risk of obesity and diabetes**, but it may also be related to **cardiovascular and brain health problems**⁶.

No more than
25g/day

WHO recommends to reduce sugar intake to less than 10% of the total daily energy intake.⁶

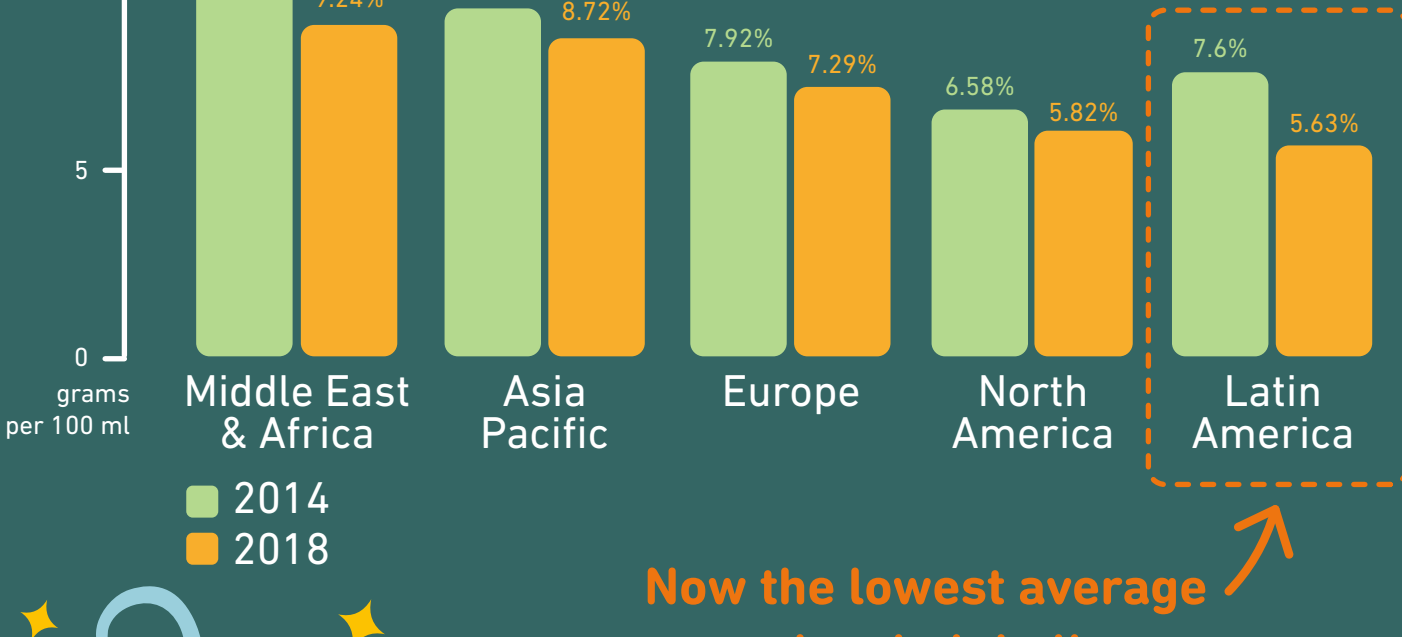


GOOD NEWS ! Across all regions, average sugar content in drinks is falling⁷

(in particular, thanks to the use of natural-origin sweeteners)

Global change in average sugar content in sugary drinks, by region, 2014 vs 2018

Base: CSDs, sports & energy drinks, juice drinks and flavored water



Now the lowest average sugar level globally

Beverage manufacturers are reformulating with sugar alternatives



Legally

Soda tax implemented in many countries is one way to change consumer behavior, educating and guiding for improving global health.

TAX

Soft drinks brands are encouraged to reduce/replace sugar. But substitutes show advantages and disadvantages:



No caloric value, with sweet taste

Natural origin

Intensify the sweet note

Contribute to satiety and digestion

Sweeteners

Natural sugars

Aromas

Fibers



Image issues

Caloric intake similar to sucrose

Add an additional flavor note

Low sweetening power

OUR SOLUTION

Biospringer helps beverage formulators get rid of unwanted flavor notes brought by sweeteners.

With our new yeast-based ingredient

Springer® Mask 101

(patent pending):

- Do not compromise between taste and health.
- Preserve and develop the **overall taste profile** of the drink.
- **Neutralize undesirable tastes** like bitterness, metallic off-notes, lingering effects.
- Formulate with an **easy-to-use natural solution** produced by fermentation.

Read more about
Springer® Mask 101

Our network of Culinary Centers delivers close technical assistance to achieve each customer's specific need.

Our products meet consumers' expectations about naturalness:

