



Do you know how
sweet with no sugar
should taste?

LIKE JUSTSWEET

CONSUMERS WANT SWEETNESS WITHOUT ALL OF THE CALORIES

87%

citing **taste** as their **number one consideration** over health, cost targets, product positioning, and more.

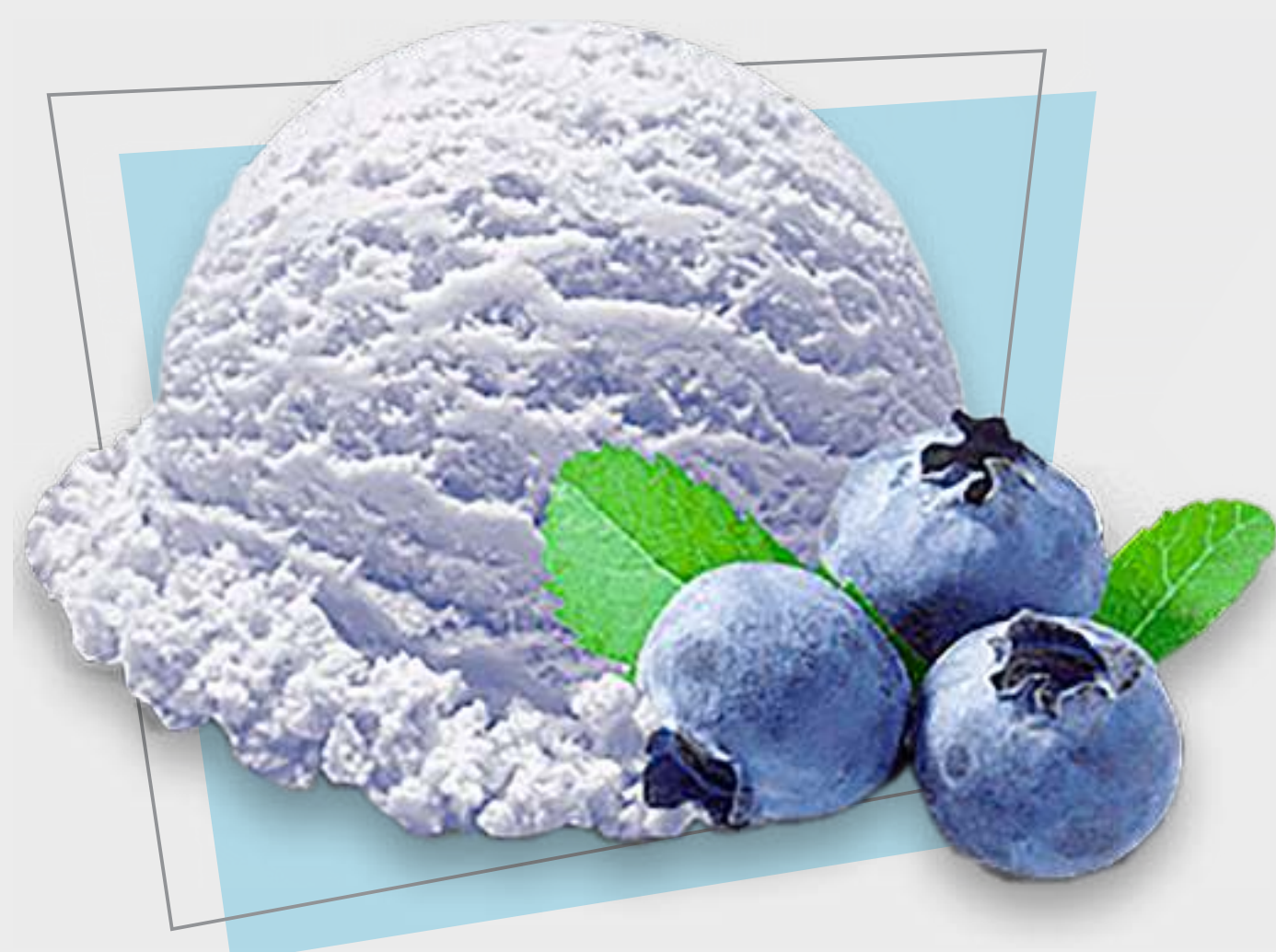
70%

are **concerned about** how sugar impacts **their overall health**.

60%

are looking to **reduce sugar**, substituting with lower-calorie products.

Reduce or remove sugar from all types of food and beverage



No sugar added ice cream

Replacing sugar with JustSweet® is a much better option than replacing sugar with Polyols (sugar alcohols).



Sugar free beverages

With JustSweet® it is possible to replace all added sugar in beverages, without changing the flavors.



The secret food ingredient

Often, sugar is the secret food ingredient. Used in pastries, sauces to provide a sweeter, rounded flavor that covers unwanted flavors.

