



CREATIVITY ”
TAKES **courage**

Sorze4 AS (Inc.) is a Norwegian company founded in 2010. Today Norway's largest supplier of instant industrial coffee and an important supplier of ingredients to large food companies in the country.

For medium and small coffee roasters in Norway, sorze4 is the only supplier with a stock of green beans, specialty coffee, in the country.

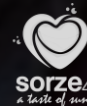
sorze4 have a high focus on product development and over the last years we have developed many unique products.



SHIFTING AWAY FROM SUGAR

The sugar content of foods and beverages is under intense scrutiny by health organizations, government bodies and a growing number of consumers.

Consider how to deliver the sweetness your consumers expect with no sugar, something consumers increasingly demand.



JustSweet™ was made by as a natural sweetener for sorze4's functional beverage; "The Amazon Secret", Today Norway's largest beverage brand in social media channels, and in the top 30 list for the most popular Norwegian brands on Facebook® - The Amazon Secret was launched in 7-Eleven in Norway.

JustSweet™ was made to be loved by you!

Claudia Winch®

Master of Science, Nutrition, Obesity and Eating Disorders



A CLOSER LOOK AT THE TREND

Sweetness is a much-loved part of the eating and drinking experience. But many consumers want to cut back on sugar and calories in light of the health and nutrition trend. With new U.S. Food and Drug Administration sugar labeling regulations, now is the time to take a closer look at the sugar-reduction trend.



“Natural” indicates that a product is healthier and safer, but it’s not only about what is in the product. It is first about what is NOT in the product!

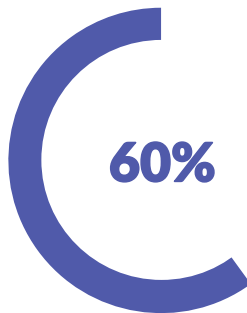
CONSUMERS WANT SWEETNESS WITHOUT ALL THE CALORIES

Today's health- and nutrition-conscious consumers are searching for the sweetness experiences they love in products that contain less sugar and fewer calories.



HEALTH CONCERNS

70% of Americans are concerned about how **sugar** impacts their overall health



ALTERNATIVES

60% of Americans are looking to reduce sugar, substituting lower-calorie alternatives for **full-calorie products**.

ADDED
SUGARS

NEW SUGAR LABELING

The U.S. Food and Drug Administration finalized new sugar labelling regulations in May 2016: "Added sugars, in grams and percent Daily Value, **will be included on the label**"

A LOOK AT SUGAR-RELATED GOVERNMENT REGULATIONS

Sugar-reduction efforts have a push/pull effect. While government policies are pushing consumers to reduce the sugar in their diets, food and beverage manufacturers are working to pull consumers to new low- and no-sugar products that deliver all the taste and texture of sugar-sweetened products.

Understanding consumer sweetness preferences is critical to meeting this objective.

NEW YORK



In 2013, New York City enacted a soda ban that **prohibits the sale of many sweetened drinks** in servings greater than 16 ounces

MEXICO



In 2014, Mexico's Congress passed a 10% sales tax on **sugar-sweetened beverages**

U.K.



In 2016, the U.K. imposed a **tax on** certain sugar-sweetened drinks that contain **more than 5g of sugar per 100ml.**

HOW BEHAVIOR IS CHANGING

Consumers are particularly wary of sugar content in beverages. Stevia is making a difference, and sources have called beverages “the dominant application segment” for the no-calorie sweetener. Manufacturers can use JustSweet to achieve the perfect sweetness profile while reducing sugar in beverages.



NEARLY 8 OUT OF 10 AMERICAN CONSUMERS (79%) ARE CUTTING CALORIES BY DRINKING WATER OR LOW-TO NO-CALORIE BEVERAGES.

31% OF CONSUMERS SAY REDUCED-SUGAR OPTIONS WOULD INFLUENCE THEM TO PURCHASE MORE FRUIT JUICE, WHILE MORE THAN 25% ALREADY BUY REDUCED-SUGAR JUICE

JUST SWEET™

A GAME CHANGER

JUST SWEET IN BEVERAGE:

JustSweet is the perfect sweetener for any beverage. Processed with a new technology where side flavors and after taste is non-existing when used in beverages.

NEW STEVIA-SWEETENED BEVERAGES:



Launched in North America through Sep. 2016

DAIRY/YOGURT

The opportunity is great for manufacturers to provide the sweet satisfaction consumers seek in appealing on-trend dairy products that are lower in sugar and can be perceived as healthier.

ENJOY A SWEET SNACK

Consumers who want to enjoy a sweet snack during the day are choosing those with less sugar and fewer calories than traditional snack options. With its sweet taste and healthy halo, yogurt is becoming a popular snack choice.

87%

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

35% of shoppers **seek a sweet snack throughout the day.**

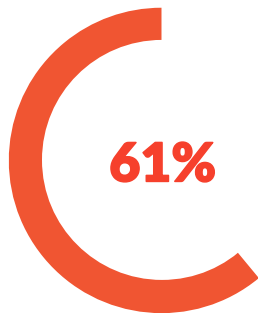
40% of consumers are **looking for snacks that have less sugar..**

44% of consumers use products in the yogurt category because they **say they are healthier than other snack options**

72% of consumers **snack on yogurt throughout the day.**

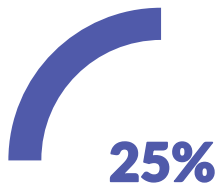
WHERE DO “NATURAL” SWEETENERS COME INTO PLAY?

Artificial ingredients are also on consumers' radar when checking labels. Many want sweeteners they consider to be “natural,” and most wish they had more options from which to choose.



WANT MORE

61% OF CONSUMERS SAY THEY WISH THERE WERE MORE “NATURAL” SUBSTITUTES.



WILLING TO PAY MORE

25% OF CONSUMERS AGED 18-38 YEARS OLD ARE WILLING TO PAY MORE FOR A PRODUCT WITH “NATURAL” SWEETENERS

CONSIDERED AS “NATURAL”



Considered as natural by consumers.

100%



More and more consumers understand that artificial sweeteners may not be only what they say, a sweetener. It's much more and some are not bio-degradable, and therefore considered as the new invisible pollution.

Every day, the artificial sweetener from 200.000 cans of soda are flushed out in the Niagara Falls, every day.

Have in mind that consumers don't like polluters. Pollution is more than plastic in the ocean.



CREATE REDUCED-SUGAR PRODUCTS WITH JUST-RIGHT SWEETNESS

It takes far more than sweeteners to craft reduced-sugar products your consumers will love. JustSweet™ innovators have a mix of market insights, sweetness and formulation expertise, and the best natural sweetener on the market. Some say it taste better than sugar!





**Do you know how
sweet with no sugar
should taste?**

Should taste JustSweet!

TABLE AND INDUSTRIAL SWEETENER

JustSweet is a synergistic sweetener where the sweetness vary from 25- to 130 times sweeter than sugar, depending on the product it is used in.



Nutrition Facts

Serving Size: 1g

Amount Per Serving	
Calories 2	Calories from Fat 0
% Daily Values*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Polyunsaturated Fat 0g	
Monounsaturated Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Potassium 0mg	
Total Carbohydrate 1g	0.32%
Dietary Fiber 0.98g	0%
Sugars 0.02g	
Protein 0g	
Steviol glycosides** 20mg	6.7%
Vitamin A 0%	Vitamin C 0%
Calcium 0%	Iron 0%

*Percent Daily Values are based on a 2000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

**Based on a 75 kg person

0,1% of RDI*
(2 calories)

Calorie Breakdown:

Carbohydrate (100%)
Fat (0%)
Protein (0%)





JUSTSWEET™ AND THE OTHERS

Compared to sweeteners from the big companies? Can we compete? What's the better choice?



COMPARING

87% of all consumers are citing taste as their number one consideration over health, cost targets, product positioning, and more. We think our sweetener is outstanding and have the flavor the consumer want. Something that taste like sugar.



CONTAINS INULIN FIBER IN THE FORMULATION, AND INULIN IS KNOWN TO UPSET STOMACHS AND SHOULD BE AVOIDED BY PREGNANT AND BREAST-FEEDING WOMEN.



STUDIES HAVE SHOWN THAT THE PREBIOTIC FIBER USED IN JUSTSWEET® HAVE AN OUTSTANDING DIGESTIVE TOLERANCE AND A VERY LOW GLYCEMIC RESPONSE. IT IS 100% NATURAL AND 38+ TIMES SWEETER THAN SUGAR



CONTAINS ACACIA GUM, NATURAL AND PREBIOTIC, BUT IT'S KNOWN TO UPSET THE STOMACH AND IS NOT RECOMMENDED FOR PREGNANT OR BREAST-FEEDING WOMEN. 10-15 TIMES SWEETER THAN SUGAR.



FIBRE SYRUP GOLD

IT CONTAINS FIBER BUT ALSO MALT EXTRACT, IT MAY BE A BETTER OPTION FOR HONEY AND SYRUPS IF YOU WANT TO LOWER THE CALORIES.



CONTAINS ERYTHRITOL IN THE FORMULATION, A POLYOL KNOWN TO UPSET THE STOMACH. SPLENDA ARE ALSO USED FOR AN ARTIFICIAL SWEETENER WITH THE NON-BIODEGRADABLE CHEMICAL SUCRALOSE



CARGILL'S STEVIA BASED SWEETENER, BUT MADE WITH ERYTHRITOL, A POLYPL KNOWN TO UPSET THE STOMACH. ERYTHRIOL AND OTHER POLYOLS ARE OFTEN USED TO IMPROVE THE STEVIA BITTERNESS AND AFTERTASTE. TRUVIA IS THE RESULT OF A COOPERATION BETWEEN CARGILL AND THE COCA-COLA® COMPANY

SUKRIN + STEVIA

CONTAINS ERYTHRITOL, A POLYOL KNOWN TO UPSET THE STOMACH.

* SweetLeaf, Heylo, Sukrin, Splenda, and Truvia are registered, or not registered trademarks, property of the brand owners.

COMPARING

There are many sugar replacements, natural sweeteners, in the market, but none like JustSweet®

	Powder	Tablets	Liquid	For use in beverage	For use with Coffee	For with Tea	For cooking (heat)	Contains Stevia	Contains Polyols	Inulin	Prebiotic	Warnings	Possible allergic reactions	Flavor adjusting chemicals	Safe for pregnant**	Vegan certified	Sweetness ratio*
Natural based Sweeteners																	
JustSweet Original	V			V		V	V	V			V				V	V	38+
JustSweet Premium	V	V		V	V	V	V	V			V				V	V	38+
Sukrin	V			X			V	V	V			W1	V				0,7
Haylo	V			X				V			V	W2	V				12+
Truvia	V		V	X	V	V		V	V			W1	V				2
Splenda Stevia				X				V	V			W1	V				
Sweet leaf	V							V		V	V	W3		V			

W1:Contains Erythritol (polyol) know to upset stomach. W2: Asthmatic symptoms, Eczema, Hay fever, Red, itchy rash. Pregnancy and breast-feeding should avoid. W3:Using too much inulin causes more stomach problems. Pregnant and breast-feeding are recommended to avoid to be on the safe side. For people with gastrointestinal issues, such as irritable bowel syndrome (IBS), supplementing or eating foods rich in inulin can be problematic.

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Coca-Cola

Brasil

JUSTSWEET™

Yes, we talk with big companies about how beverages can be sweetened and still taste the same. For this company we made a Sprite® taste Sprite® without using sugar. They agreed, beverages can be made without sugar.



MORE THAN JUST
ANOTHER SWEETENER



AN UNIVERSAL SWEETENER – CHANTILLY, FRUIT DRINKS, CHOCOLATE DRINKS, COFFEE, PASTRY,
ICE CREAMS, TEA – SWEET DREAMS ARE MADE OF THIS... IT WAS MADE TO BE LOVED BY YOU



