



**TASTE THE FUTURE**

KÖLN, 05.-09.10.2019

10 TRADE SHOWS  
IN ONE



*Claudia Münch*<sup>®</sup>  
ARTISTIC FOOD





# MADE IN NORWAY

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Our company; sorze4 AS (Inc.), have our head-quarter located in the city Trondheim. probably better known for Vikings and exploration, than food products, but the main ingredient needed for production of the World-famous cheese Jarlsberg is made in Trondheim.



Most of our products are sweetened with the natural low-calorie sweetener developed by Claudia Münch (Co-founder of sorze4), JustSweet.



## BY CLAUDIA MÜNCH

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Claudia is our nutritionist with a master's degree in obesity and eating disorders. One of the co-founders of sorze4, who for almost 20 years has been a cornerstone of the company. Always involved and responsible for nutritional content during the development of our products.



Claudia currently lives in Trondheim (Norway), but is most proud of being a Brasileira, a Carioca from Rio de Janeiro.



# PRODUCED IN BRAZIL

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Many of our ingredients come from the Amazonian rainforest and when we can, we use wild Amazonian fruits in our products. Our most famous brand “The Amazon Secret<sup>®</sup>” always has one or more ingredients from the rainforest. Of course, all of them are sugar-free.



We produce and pack in single-serving sticks, larger consumer bags, extra large pouch for vending machines, or bulk\*.

\*The Amazon Secret flavors (identical) are not available for private label products.

## A CLOSER LOOK AT THE TREND

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Sweetness is a much-loved part of the eating and drinking experience. But many consumers want to cut back on sugar and calories considering 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.





# SHIFTING AWAY

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



**60%**

ARE LOOKING  
TO REDUCE  
SUGAR

Consumers want sweetness without all the calories. Consumers are searching for the sweetness experience they love in products that contain less sugar and fewer calories.



# CUTTING CALORIES

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Nearly 8 out of 10 American consumers (79%) are cutting calories by drinking water or low- and no-calorie beverages. 31% of consumers say reduced sugar options would influence them, while 25% already buy reduced-sugar products.

**79%**  
ARE CUTTING  
CALORIES

Consumers are particularly wary of sugar content in beverages. Beverages are “the dominant application segment” for the no-calorie sweeteners.



# PREBIOTICS

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Escalating concerns regarding obesity and growing focus on enhancing digestive health will drive prebiotics market forecast from steady demand across food and dietary supplement applications. It is rare to find prebiotic fruit drinks and sweeteners.

**7,2**

BILLION USD  
BY 2024

Bananas are considered a good source of prebiotic fiber. If you eat 8 bananas you get as much prebiotics as in 1 x 250 ml of our functional drinks.





# BRANDS AND RETAIL

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Millennials' affinity for technology is reshaping the retail space. With product information, reviews and price comparisons at their fingertips, Millennials are turning to brands that can offer maximum convenience at the lowest cost.

**57%**

OF MILLENNIALS  
COMPARE PRICES  
IN STORE

Our instant products offers a maximum convenience at the lowest cost when it comes to beverages and other. Low weight and volume. Easy to take home!

# WHAT IS NATURAL?

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“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!

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.

Our products was made to be loved by you!

*Claudia Minch*®

Master of Science, Nutrition, Obesity and Eating Disorders





# FRUITY'N SWEET™

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Not fruit juices, but fruit drinks. We believe the drinks for many will be a healthier alternative to traditional juices. Not because it has more vitamins but are sugar-free and with the natural prebiotic sweetener JustSweet inside.

**1 kcal**

100 ml

Fruity'n Sweet™ is available with many flavors. All with real fruit juice, natural colors, sugar-free and with a natural prebiotic sweetener.

Visit <http://fruitynsweet.com> for more information



# THE AMAZON SECRET®

Made with "Super Fruits" from the Amazonian rainforest. Sold 6 times more than the market-leading energy drink when launched in bottles, in 7-Eleven in Norway. Is Norway's biggest beverage brand on social media. It is of course sugar-free, with Prebiotic JustSweet inside!

**1 kcal**

100 ml

The Amazon Secret® is available in 5 flavors; Guaraná, Cupuaçu & Lime, Acerola & Orange, Pineapple & Passion fruit, and the famous Açaí berry!

Visit <http://amazon-secret.com> for more information





# CANS AND BOTTLES?

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Yes, we can do both, but there is a significant minimum order quantity. 150,000 units is necessary to run an efficient production and for us to deliver at a competitive price.

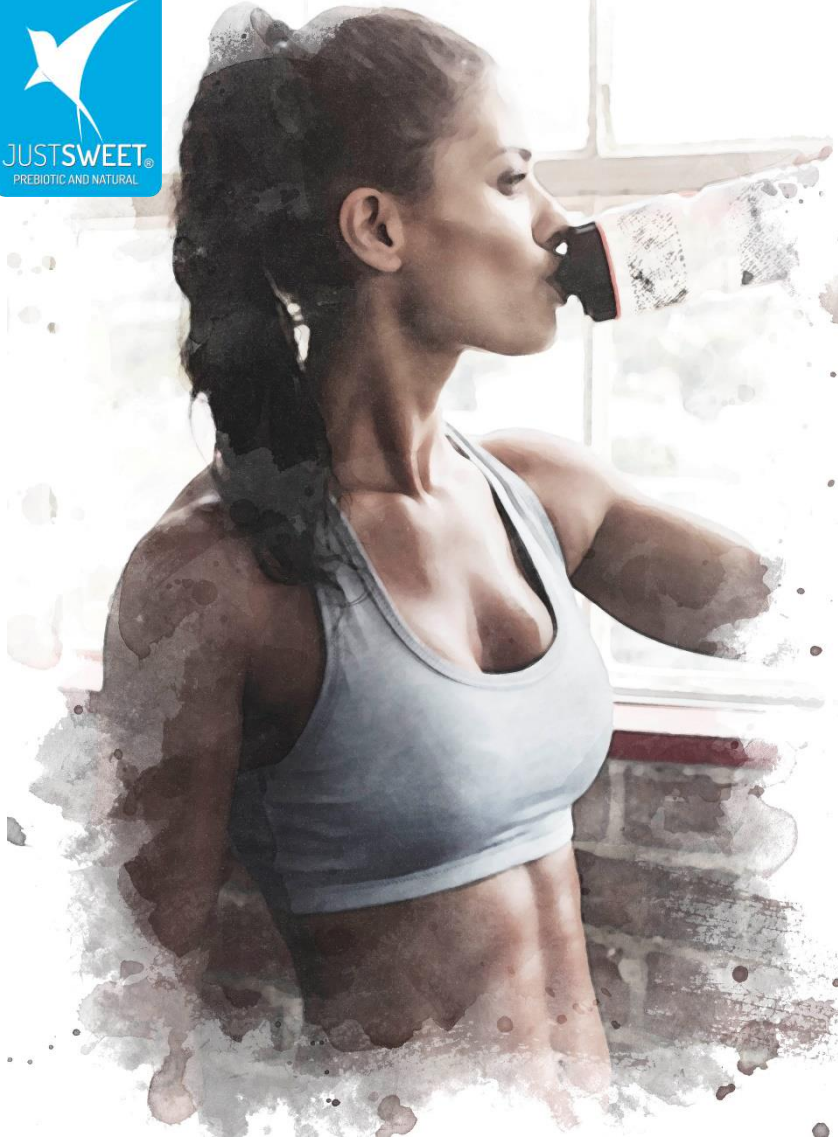
In cans or bottles we do it carbonated!

**1 kcal**

100 ml

The Amazon Secret® and Fruity'n Sweet in cans and bottles have the same ingredients and the same nutritional values.

Visit <http://amazon-secret.com> for more information



# JUSTSWEET™

A low-calorie, probiotic, 100% natural and vegan certified sugar substitute that can be used for anything you use sugar for. Is biodegradable and positive for the gut microbiota. 1 g per day for 4 weeks will give 6 times more of good gut bacteria.

**2 kcal**

1 g

Available in two versions. An all-round product that can be used for everything from cooking and beverages. A premium edition for coffee and chocolate products.

Visit <http://justsweet.com> for more information







# CHOCOLATE POWDER

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Claudia Münch's delicious chocolate mix with high cocoa content and of course without sugar, without artificial sweetening, and polyols (sugar alcohols). Sweetened with our prebiotic sweetener, JustSweet™

**46 kcal**

100 ml  
(if used in milk)

Can be mixed with all types of milk. Plant-based milk (Vegan) also works well with this chocolate mix.

Visit <http://sorze4.com> for more information





# CHANTILLY BASE

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One of the World's largest suppliers to bakeries asked if we could make a sugar-free Chantilly. We made it, not only without sugar, but also so that those who want a vegan cream can use our Chantilly base when they want a good cream.

**46 kcal**

100 ml  
(if used in milk)

Can be mixed with all types of milk. Plant-based milk (Vegan) also works well with this Chantilly base. Natural sweetener; JustSweet inside.

Visit <http://sorze4.com> for more information







# INSTANT COFFEE

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We, sorze4, are Norway's largest supplier of industrial instant coffee. Our largest customer's ready to drink ice coffee in tetra-pak, sells approx. 50 million servings. 10 to each and every Norwegian.

We supply instant coffee, freeze-dried, agglomerated, and spray-dried, in pouch, sticks, glass, tin box, and of course in bulk. We can produce for private label. Pure coffee, or sweetened coffee, with or without creamer.

Visit <http://sorze4.com> for more information



# GREEN COFFEE BEANS

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For many micro-roasters, we are the preferred supplier of green coffee beans. Specialty Coffee. We specialize in Brazil and Colombia and sell mainly single estate coffee and single origin coffee. Always sustainable and fair. UTZ and Rainforest certified for those who prefer it.

Our green coffee department has its warehouse in Trondheim (Norway), but they do also send coffee directly to customers, from Brazil and Colombia.

For special purposes we sell the world's most exclusive coffee, Jacu Bird. Sold at Harrod's for 1,600 EUR / Kg.

Visit <http://sorze4.com> for more information





# INSTANT SOY SAUCE

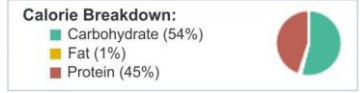
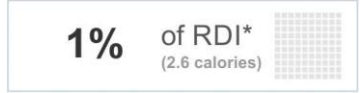
This quality product will not only solve logistics and storage challenges, you can also mix the sauce as you like.

Jiàngyóu Soy sauce does not contain wheat (which other soy sauce may contain) and is therefore gluten free. This product contains less salt. Up to 65% less than any common soy sauce.

Nutrition Facts	
Serving Size: 4.5 g (1g soy + 3.5g water)	
Amount Per Serving	
Calories 2.6	Calories from Fat 0
% Daily Values*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Polyunsaturated Fat 0.001g	
Monounsaturated Fat 0g	
Cholesterol 0mg	0%
Sodium 90mg	3.9%
Potassium 10mg	
Total Carbohydrate 0.55g	0%
Dietary Fiber 0g	0%
Sugars 0.03g	
Protein 0.11g	
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.

Note: Contains shoyu - Gluten free



Visit <http://sorze4.com> for more information

PACKAGING & FLAVORS

# FRUITY'N SWEET™



## FLAVORS:

Acerola, Apple, Black Tea with Ginger & Mango, Chá Mate & Apple, Chá Mate & Lime, Chá Mate & Peach, Jaboticaba, Guava, Lime, Mango, Orange, Peach, Pineapple (Abacaxi), Pitahaya (Dragon Fruit), Pitanga, Sea Buckthorn and more...

## PACKAGING\*:

- 120 g pouch for 10 L of beverage.
- 3 g single serve stick for 250 ml, in a box with 28 sticks
- 500 g pouch for vending machines
- 5-25 kg cardboard box – bulk

\*Recyclable aluminum or bio-degradable pouch





PACKAGING & FLAVORS

# THE AMAZON SECRET®



Samples of packaging. Available in 5 flavors

## FLAVORS:

Guaraná, Cupuaçu & Lime, Acerola & Orange, Pineapple & Passion fruit, and the famous Açaí berry!

## PACKAGING\*:

- 120 g pouch\*\* for 10 L of beverage.
- 3 g single serve stick for 250 ml, in a box with 28 sticks
- 500 g pouch for vending machines
- 5-25 kg cardboard box – bulk (Licensed production)

\* Recyclable aluminum or bio-degradable pouch

\*\* Amazon Secret Guaraná have 100 g for 10 L beverage



PACKAGING & TYPES

# CLAUDIA MÜNCH® JUSTSWEET



## TYPES:

The two types are based on the same natural ingredients but are made with a small variation in the formula, where the Premium version is optimal for sweetening coffees, and chocolate. The original version can be used for most foods where sugar normally is the sweetening agent.

## PACKAGING\*:

- Original in 100 g and Premium in 60 g pouches.
- 200 mg sachets in a box with 50.
- 500 g pouch for restaurants
- 5-25 kg cardboard box – bulk

V-Label license, Category: Vegan, License number: EU-P282001  
Eurofins analysis is available for these products.

\*Recyclable aluminum or bio-degradable pouch





PACKAGING

# CLAUDIA MÜNCH CHOCOLATE MIX

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## TYPES:

Description is for standard delivery, without milk(s). Upon request we can mix and pack it with Norwegian Cow milk, or Goat milk. May be produced with instant vegetarian milks.

## PACKAGING\*:

- 120 g for 15 large cups/glass of chocolate drink.
- 500 g pouch for restaurants and vending machines
- 5-25 kg cardboard box – bulk

\*Recyclable aluminum or bio-degradable pouch



PACKAGING

# CLAUDIA MÜNCH CHANTILLY

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## TYPES:

Description is for standard delivery, without milk(s). Upon request we can mix and pack it with Norwegian Cow milk, or Goat milk. May be produced with instant vegetarian milks.

## PACKAGING\*:

- 120 g for 15 large cups/glass of chocolate drink.
- 500 g pouch for restaurants and vending machines
- 5-25 kg cardboard box – bulk

\*Recyclable aluminum or bio-degradable pouch





PACKAGING & TYPES

# INSTANT COFFEE

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Samples of packaging. Available as private label

## TYPES:

Freeze dried, agglomerated and spray dried coffee made from Brazilian Arabica and/or Robusta coffee.

## PACKAGING\*:

- 100 g, 200 g and 500 g pouch
- 50 g, 100 g, 200 g glass jar
- 50 g, 100 g, 200 g tin can
- 25-30 kg cardboard box – bulk

Private label is available.

\*Recyclable aluminum or bio-degradable pouch





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Countries not listed should contact sorze4 AS (Inc.) our head quarters in Norway for more information. We can export to almost any country in the World. Goods will be shipped from Brazil, Norway or Slovenia.