
Executive Summary – a sweet portfolio from BRAIN & AnalytiCon

High Potency Sweeteners & Sweet Taste Enhancers Discovered from the Diversity of Nature



The document contains confidential information. Reproduction and/or transmission to third parties and persons without written consent of BRAIN AG are prohibited.

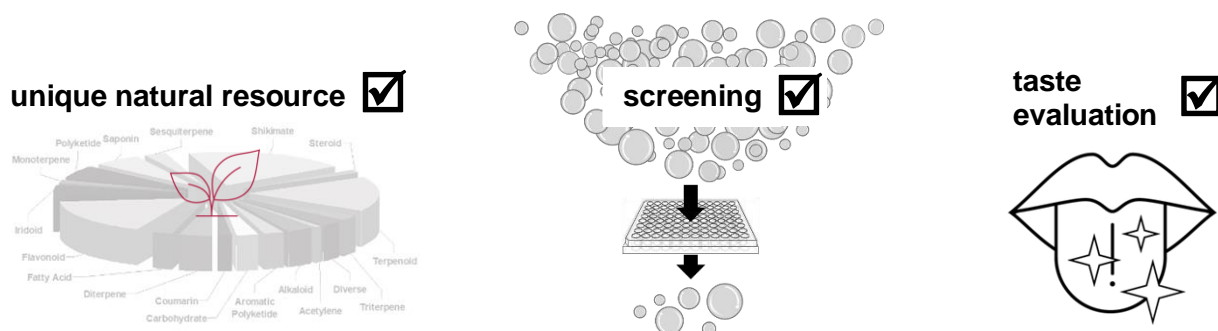
Task

Identification of natural sweetness with enhanced health benefits and reduced calories without compromises for the sweet taste. High acceptance of new or reformulated food products and beverages. Only a very limited number of natural and plant-based sweeteners are available for product development on the market (single digit percentage).

Solution

Diversification of natural sweet solutions through novel plant-based sweeteners and sweet taste enhancers will enable product developers to improve current solutions with highest customer and consumer satisfaction.

BRAIN & AnalytiCon have successfully completed a multi-year discovery program, which has delivered a tiered set of plant-based sweeteners and sweet taste enhancers, identified by screening of more than 20,000 natural samples and subsequent sensory evaluation of 16-25 panelists. The results are natural, high potency sweeteners (100-200 times sweeter than sucrose) and sweetness enhancers (>20% enhancement of sucrose, fructose, sucralose, Reb M) with clean taste.



Our Offer

A staggered process will give you access to the best findings generated in 5 years of research and accompany your product development team through a benefit-risk-sharing model:

Step 1: Initial Access to Data & Material

- Confidential access to research data about sweeteners and/or sweetness enhancers comprising molecular structure, sweet potency, flavor profile, solubility, source, etc.
- Selected materials for your internal testing.
- Package fee for data & material.

Step 2: Access to Material for Comprehensive Testing

- Provision of additional material of selected candidates based on your application.
- Customized selection fee per candidate.

Step 3: Commercialization

- Agreement to develop, produce, approve and commercialize a sweet solution for you.

Your Benefits

- Reduce risk by full control in a staggered, decision point dependent approach
- Save time to market by getting access to novel sweet molecules which are not available, yet
- Be ahead of competitors by generating USP and formulation know-how
- Discover a natural solution for sugar reduction in your application
- Increase revenues, by fulfilling regulatory needs & customers' request: natural sugar reduction