Sugar Reduction

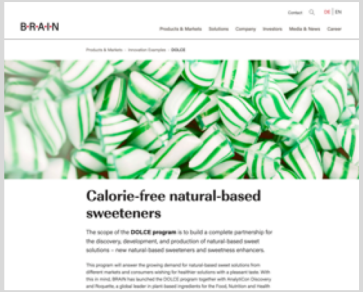
B·R·A·I·N

AnalytiCon discovery

The Challenge

- **Authorities** demand sugar reduction
- **Consumers** wishing for healthier sweet products
- **Markets** demand for plant-based sweet solutions
- **Existing solutions** are challenged in respect to origin, performance & taste profile.
- Provision of an **ingredient meeting** your expectations:
  - Clean label and natural origin
  - Edible source or background
  - Sustainable production at sufficient scale

Learn more on our website:



→ Calorie-free plant-based sweeteners

Our Solution

- A **unique** set of pre-characterized **plant-based sweeteners & sweetness enhancers**

- Best candidates are currently compiled and **available for development** in different fields of application.

- Sustainable production: **process development** for the selected candidates

Our Offer

1. **Access to sensory data of sweeteners & enhancers**
   - pre-characterized by Human Tongue Cell Technology & expert sensory panels
2. **Access to material** for
   - sensory evaluation & formulation
   - initial product development of **developmental candidate(s)**
   - product development after selection **commercial candidate(s)**
3. **Production & approval**
   - **process development** → piloting & scale up → commercial production
   - **regulatory** approval

Your Benefits

- ✓ Find **new alternatives** for sweetening your products **– plant based!**
- ✓ Meet your customers expectations of **healthy sweetness**
- ✓ Meet **regulatory requirements** for sugar reduction
- ✓ Fill your product pipeline with **innovation** before your competitors do

Thank You for Your Interest.

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