



NEWS YOU CAN USE!

MagnaSweet® SwE-089 Demo



Highly cost-effective sugar reduction without compromising taste is simple with MagnaSweet®

Strawberry Fruit Filling/Prep 24% Sugar Reduction Demo

Ingredients (%)	Control Full Sugar	Control 24 % Sugar-Reduced	24 % Sugar-Reduced + MagnaSweet®
Water	26.500	34.700	34.700
Strawberries, frozen and thawed	36.000	36.000	36.000
Sugar	34.000	25.800	25.800
Modified Starch	3.500	3.500	3.500
MagnaSweet® SwE-089	<u>0.000</u>	<u>0.000</u>	0.014
Total	100	100	100

Our industry-leading taste solutions are customizable, cost efficient and highly effective

Sugar provides multi-functionality in foods beyond sweetness, including bulk and mouthfeel.

MagnaSweet® SwE-089 enhances the essential taste functionalities in low and no sugar products, while providing formulators with an effective and highly cost-efficient solution for reducing sugar.

✓ **Cost Effective** ✓ **Enhances Sweetness** ✓ **Enriches Mouthfeel** ✓ **Improves Flavor**

Consumers are paying more attention to the sugar content in food and drink

HEALTH CONCERNS

59%

of US consumers who limit sugar intake do so due to future health concerns, 53% to lose weight and 50% for current health concerns

LOW SUGAR CONTENT

31%

of UK consumers* shop for products with low sugar content

LESS FREQUENTLY

33%

of consumers in Brazil are eating sweets and desserts less frequently

Base: US: 446 internet users aged 18+ who limit their intake of sugar; UK: 1,000 internet users aged 16+; Brazil: 1,438 internet users aged 16+ who have eaten sweets and desserts in the past six months
Source: Kantar Profiles/Mintel, Dec 2020, March 2021, Feb 2021

Contact your representative, or visit us @ www.mafco.com for samples & view our latest webinars, news, and taste solutions!