Stevia Sweeteners – Toolbox for creating consumer approved taste:
Innovation in stevia sweetened products
Papao Saisnith
Global Director of Sweeteners
*Tate & Lyle*
Mel. C. Jackson Ph.D
Chief Science Officer
Sweet Green Fields
Consumer & Marketplace Trends:
Reducing sugar while balancing health and taste
The Sugar Reduction Balancing Act
Taste and Healthfulness

81% of consumers say that taste has the greatest impact on food & beverage purchases.

Diabetes
Has reached epidemic proportions.

Taste
81% of consumers say that taste has the greatest impact on food & beverage purchases.

Price
64% of consumers say price has the greatest impact on buying food and beverages.

Sweet Satisfaction
Almost three-quarters of consumers find sweet snacking appealing.

Healthfulness
61% of consumers say healthfulness has the greatest impact on buying food and beverages.

Sugar Tax & Government Regulations
Are setting targets for sugar reduction and sugar taxes are being imposed.

Diabetes
Has reached epidemic proportions.

Source: 1) The Food Institute: Consumers are Eating More Often, Prefer Sweet Snacks; 2) International Food Information Council Foundation, 2018 Food & Health Survey, 2018; 3) US Center For Disease Control; 4) World Health Organization Projections Of Global Mortality And Burden Of Disease From 2002 to 2030; 5) multiple sources

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Market Response:

Food and beverage companies are responding by removing sugars and using soluble fibre to preserve product experience.

Products launched with low/no/reduced carb claims + fibre ingredient
+13%

Products launched with low/no/reduced sugar claims + fibre ingredient
+10%

Products launched with low/no/reduced glycemic index claims + fibre ingredient
+7%

Growth in product launches with low/no/reduced sugar claims + fibre ingredient

Global, all food and beverage, 2013-2017 CAGR

31% 31% 23% 23%

Beverage Bakery Dairy Soups, sauces & dressings

Note: Claims are important along with delivering a great taste experience which include mouthfeel and bulk.

Source: 1) Mintel GNPD 2013-2017
Permissibility of Natural:
Consumers around the world seeking natural

Consumers around the world would like to see more food and drink products that use naturally sourced sugar substitutes.

## Perceptions Among Sweeteners:
Stevia Sweeteners performed above average on every attribute relative to other sweeteners

<table>
<thead>
<tr>
<th>Sugar</th>
<th>Fructose</th>
<th>HFCS</th>
<th>Corn Syrup</th>
<th>Erythritol</th>
<th>Rice Syrup</th>
<th>Gal Syrup</th>
<th>Stevia Extract</th>
<th>Sucrose</th>
<th>Allulose</th>
<th>Agave</th>
<th>Tapioca Syrup</th>
<th>Maple Syrup</th>
<th>Honey</th>
<th>Aspartame</th>
<th>Sucralose</th>
<th>Ace K</th>
<th>Monk Fruit Extract</th>
<th>Stevia Glycosides</th>
<th>Maltitol</th>
<th>Sorbitol</th>
</tr>
</thead>
<tbody>
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<td>Is a good balance of taste and health</td>
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<td>Is all-natural</td>
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<tr>
<td>Helps keep me healthy</td>
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<td>Makes you feel like you’ve made a good choice</td>
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<tr>
<td>Helps me feel like I am making good choices for myself and family</td>
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<tr>
<td>Has no artificial taste</td>
<td>●</td>
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<td>Chemical free</td>
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<tr>
<td>Is minimally processed</td>
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<tr>
<td>Does not have an aftertaste</td>
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</tbody>
</table>

● Stevias that performed above average on attribute relative to all other sweeteners

Source: Ipsos, Tate & Lyle proprietary consumer research, December 2015 (USA Only)
Stevia Sweeteners Launches:
Strong growth across beverage segments

Stevia Growth in Beverage - US
3 Year CAGR

- Total Sample: 24.1%
- Juice Drinks: 20.0%
- Carbonated Soft Drinks: 17.0%
- Sports & Energy Drinks: 5.4%

2015-17 CAGR

Stevia Growth in Beverage - Mexico
3 Year CAGR

- Total Sample: 38.7%
- Juice Drinks: 14.5%
- Water: 10.4%
- Carbonated Soft Drinks: 11.4%

Beverage Application:
Stevia sweetener new product launches in 2018

USA

Mexico
Consumer Label Perception:
What’s most important in labeling and do ingredients impact purchase (US Only)
CSD preferences for natural sweeteners in the US

31% drink naturally sweetened

drink Stevia sweetened versions

34% want to see all natural innovation

CSD consumers in the US would be interested in seeing all natural ingredient innovation

Source: Mintel A Year of Innovation in Carbonated Soft Drinks 2018
Nutrition Fact Panel: What’s Important to the Consumer

<table>
<thead>
<tr>
<th>Nutrition Fact Panel: What’s Important to the Consumer</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Looked at Most</strong></td>
</tr>
<tr>
<td>(Among those that read nutritional labels)</td>
</tr>
<tr>
<td><strong>Amount per 2 1/3 cup</strong></td>
</tr>
<tr>
<td><strong>Calories</strong></td>
</tr>
<tr>
<td>230</td>
</tr>
<tr>
<td><strong>% DV</strong></td>
</tr>
<tr>
<td>12% Total Fat 8g</td>
</tr>
<tr>
<td>5% Saturated Fat 1g</td>
</tr>
<tr>
<td>0% Trans Fat 0g</td>
</tr>
<tr>
<td>0% Cholesterol 0mg</td>
</tr>
<tr>
<td>7% Sodium 160mg</td>
</tr>
<tr>
<td>12% Total Carbs 37g</td>
</tr>
<tr>
<td>14% Dietary Fiber 4g</td>
</tr>
<tr>
<td>1% Sugars 1g</td>
</tr>
<tr>
<td>0% Added Sugars 0g</td>
</tr>
<tr>
<td>10% Protein 3g</td>
</tr>
<tr>
<td>10% Vitamin D 2mcg</td>
</tr>
<tr>
<td>20% Calcium 280mcg</td>
</tr>
<tr>
<td>45% Iron 8mg</td>
</tr>
<tr>
<td>5% Potassium 235mg</td>
</tr>
<tr>
<td>* %DV refers to Daily Values (DV) and calories reference to be inserted here</td>
</tr>
</tbody>
</table>

71% consumers read nutrition labels *(always or sometimes)*

- Sugars: 66%
- Calories: 63%
- Total Fat: 49%
- Carbohydrates: 44%
- Dietary Fiber: 25%

Source: T&L Global Ingredient Tracker November 2017
Ingredient Perception: Steviol Glycosides vs. Stevia Extract

Perceptions / Impact on Purchase Decisions

<table>
<thead>
<tr>
<th>Steviol Glycosides</th>
<th>Stevia Extract</th>
<th>Sugar</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNLIKELY / NEGATIVE</td>
<td>UNLIKELY / POSITIVE</td>
<td>LIKELY / POSITIVE</td>
</tr>
<tr>
<td>LIKELY / NEGATIVE</td>
<td>LIKELY / POSITIVE</td>
<td>Average</td>
</tr>
</tbody>
</table>

Source: T&L Global Ingredient Tracker November 2017
Ingredient Awareness: Steviol Glycosides vs. Stevia Extract

Awareness of Stevia Sweeteners as an ingredient
Q: Which of these ingredients are you aware of?

- Steviol Glycosides: 19%
- Stevia Extract: 53%

Source: T&L Proprietary Research Global Ingredient Tracker November 2017
On-pack logo can reinforce positive perception of stevia sweeteners and motivate purchase

Source: T&L Proprietary Label Research April 2018 (USA Only)

On Pack Logo

Consumer Perception of “Made From Stevia Leaf”

- Believable: 86%
- Authentic: 89%
- Natural: 88%

Top 2 Box (Most/Second Most)

Reinforcing the sweetener source can address consumers acceptance of plant based sweeteners and help maintain the equity and value of stevia sweeteners

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Examples of Labeling Options

North America Labeling Options

- Stevia Leaf Extract
- Steviol Glycosides
- Steviol Glycosides From Leaf
- Stevia Reb M From Leaf
- Stevia Sweeteners

- Purified Stevia Extract
- Purified Stevia Leaf Extract
- Stevia Extract
- Rebaudioside M
- Reb A

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Consumer sweetener preferences:
Understanding the data and what it means for formulating sweetness
Stevia Taste Sensitivity:

How many bitter tasters are there?

- 17% Non-Sensitive
- 43% Sensitive
- 40% Moderate Sensitivity

Consumer study with 104 respondents

Keys to Creating Great Stevia Sweetened Products:
Both consumer and formulator challenges must be met

Consumer Pain Points:

1. Sugar-Like Taste
2. Upfront Bitterness and After-Taste/ Lingering
3. Price

Formulation Solutions:

1. Sugar-Like Taste
2. Great Taste at High Sugar Replacement Levels
3. Good Cost in Use
Formulation Challenges:
Understanding how innovation can address challenges of developing good taste at an acceptable cost in use
The Steviol Glycosides

<table>
<thead>
<tr>
<th>Compound</th>
<th>Abbr.</th>
<th>$R_1$</th>
<th>$R_2$</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stevioside (1)</td>
<td>Stev</td>
<td>β-glc</td>
<td>β-glc-β-gluc (2-1)</td>
</tr>
<tr>
<td>Rebaudioside A (2)</td>
<td>RebA</td>
<td>β-gluc</td>
<td>β-gluc-β-gluc (2-1)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>β-gluc (3-1)</td>
</tr>
<tr>
<td>Rebaudioside B (3)</td>
<td>RebB</td>
<td>H</td>
<td>β-gluc-β-gluc (2-1)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>β-gluc (3-1)</td>
</tr>
<tr>
<td>Rebaudioside C (4)</td>
<td>RebC</td>
<td>β-gluc</td>
<td>β-gluc-α-rha (2-1)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>β-gluc (3-1)</td>
</tr>
<tr>
<td>Rebaudioside D (5)</td>
<td>RebD</td>
<td>β-gluc-β-gluc (2-1)</td>
<td>β-gluc-β-gluc (2-1)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>β-gluc (3-1)</td>
</tr>
<tr>
<td>Rebaudioside E (6)</td>
<td>RebE</td>
<td>β-gluc-β-gluc (2-1)</td>
<td>β-gluc-β-gluc (2-1)</td>
</tr>
<tr>
<td>Rebaudioside F (7)</td>
<td>RebF</td>
<td>β-gluc</td>
<td>β-gluc-β-xyl (2-1)</td>
</tr>
<tr>
<td></td>
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<td></td>
<td>β-gluc (3-1)</td>
</tr>
<tr>
<td>Steviolbioside (8)</td>
<td>Stbs</td>
<td>H</td>
<td>β-gluc-β-gluc (2-1)</td>
</tr>
<tr>
<td>Dulcoside A (9)</td>
<td>DulcA</td>
<td>β-gluc</td>
<td>β-gluc-α-rha (2-1)</td>
</tr>
<tr>
<td>Rubusoside (10)</td>
<td>Rub</td>
<td>β-gluc</td>
<td>β-gluc</td>
</tr>
</tbody>
</table>
Concentration-responses of steviol glycosides (1-5, 8-10) and 16,17-dihydro stevioside (11) on perceived sweet taste intensity (left axis, circles) and on perceived bitter taste intensity in human volunteers (right axis, triangles. Error bars represent confidence interval (p<0.05).

For reference to determine the relative sweetness, serial dilutions of sucralose (5.5 - 5620 NM) were presented to the panel in each session. For reference to determine the relative bitterness, serial dilutions of rubusoside (10) (33.6 - 4300 NM) were presented to the panel in each session.

Relative sweetness and relative bitterness were determined in independent sessions.

Calcium responses of human bitter taste receptor-expressing cells and mock (M) to bath application of 1 mM stevioside and rebaudioside A

(a) stevioside

(b) rebaudioside A

Individual glycoside content matters

Knowing the relative bitterness concentration thresholds for individual glycosides leads to opportunities to engineer composition to lower bitterness

Blending individual or groups of steviol glycosides can achieve a desired result
Control of composition
1. Narrow specification
2. Known inputs
Intesse™
- Unique Sugar-like Sweetness-

Sweetness
• Clean sweet finish
• No taste penalty even at high sugar replacement levels
• No need for expensive taste modifiers or co-sweeteners
• Non-GMO

Regulatory Approval
• Labels as steviol glycoside
• Meets specifications for steviol glycoside (> 95%), including JECFA, FCC, EU, Canada, Mexico and ANZ

Target Application
• Beverage
• Dairy
• Application where high levels of sugar replacement required
• Works well to replace >6% sugar equivalence
• Usage rate 50 - 450 ppm

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Intesse™
Orange Juice

Naturally sweetened
45% calorie reduction: 60 vs. 110 calorie
50% sugar reduction: 11 g vs. 22 g per 240ml serving (3.75% vs. 9%)

Source: Sweet Green Fields proprietary research findings 2018
Intesse™ showed much less bitterness and lingering in diet cola as the sole sweetener comparing to RA99.

Shasha & Mel – Can you check the data in the diagram? 500 ppm of Intesse or RA99 will only give about 7SEV – which seems a low sweetness for a diet cola.

Source: Sweet Green Fields proprietary research findings 2018

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**New! Intesse™ Stevia 2.0**
- Great Taste with Lower Cost -

<table>
<thead>
<tr>
<th>Sweetness</th>
<th>Solubility</th>
<th>Regulatory Approval</th>
<th>Target Application</th>
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</thead>
<tbody>
<tr>
<td>• Provides similar sweetness and taste quality as Intesse™&lt;sup&gt;™&lt;/sup&gt;</td>
<td>• Ideal for syrup and concentrate derived beverages</td>
<td>• Labels as steviol glycoside</td>
<td>• Beverage</td>
</tr>
<tr>
<td>• Non-GMO</td>
<td></td>
<td>• Meets specifications for steviol glycoside (&gt; 95%), including JECFA, FCC, EU, Canada, Mexico and ANZ</td>
<td>• Dairy</td>
</tr>
<tr>
<td>• Better cost in use vs. other premium stevia sweeteners</td>
<td></td>
<td>• Complies with Japanese standard (9&lt;sup&gt;th&lt;/sup&gt; Ed) for steviol glycosides</td>
<td>• Application where high levels of sugar replacement required</td>
</tr>
</tbody>
</table>

| | | | • Works well to replace >6% sugar equivalence |
| | | | • Usage rate 50 - 450 ppm |

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Intesse™ Stevia 2.0 in a reduced-sugar iced tea has similar sweetness profile of Intesse™ but with less sweet linger and offers a lower cost in use.

Source: Sweet Green Fields proprietary research findings 2018
Intesse™ Stevia 2.0 in a reduced-sugar apple drink has similar sweetness profile of Intesse™ but offers a lower cost in use.

Source: Sweet Green Fields proprietary research findings 2018

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## Delivering Great Taste & Great Cost
Migration from high pure RA to Optimizer Stevia™

<table>
<thead>
<tr>
<th>Optimizer Stevia™ Portfolio</th>
<th>Ideal brix replacement</th>
<th>Suitable application</th>
<th>Substitution against Reb A stevia products</th>
</tr>
</thead>
<tbody>
<tr>
<td>Optimizer Stevia™ 1.10</td>
<td>4 - 5 Brix</td>
<td>All</td>
<td>RA 95, RA 97, RA 98</td>
</tr>
<tr>
<td>Optimizer Stevia™ 2.10</td>
<td>5 - 6 Brix</td>
<td>All</td>
<td></td>
</tr>
<tr>
<td>Optimizer Stevia™ 3.10</td>
<td>3 - 4 Brix</td>
<td>All (Highest solubility of Optimizer range)</td>
<td></td>
</tr>
<tr>
<td>Optimizer Stevia™ 4.10</td>
<td>6 - 7 Brix</td>
<td>All</td>
<td>RA 99 and RA 100</td>
</tr>
</tbody>
</table>
In 50% sugar-reduced carbonated cola, Optimizer Stevia™ 1.10 delivered a much cleaner taste with negligible bitter linger and no compromise in performance compared to RA97, but at a significantly lower cost-in–use.

Source: Sweet Green Fields proprietary research findings 2018
Optimizer stevia™ 2.10

Coffee

The winner as compared to RA97 in hot coffee with less sweet and bitter linger translating into a preferred sweetening system.

Source: Sweet Green Fields proprietary research findings 2018
The Optimizer Stevia™ 3.10 product showed much less bitterness and lingering in 40% sugar-reduced lemonade.

Source: Sweet Green Fields proprietary research findings 2018
<table>
<thead>
<tr>
<th>Sweetness</th>
<th>Competitive Cost-in-Use</th>
<th>Regulatory Approval</th>
<th>Target Application</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Proprietary compositions with similar taste and quality to Reb A 99 with better cost</td>
<td>• Up to 15% cost savings vs. Reb A 99 and Reb A 100</td>
<td>• Labels as steviol glycoside</td>
<td>• Tabletop (powder or tablets)</td>
</tr>
<tr>
<td>• Non-GMO</td>
<td></td>
<td>• Meets specifications for steviol glycoside (&gt; 95%), including JECFA, FCC, EU, Canada, Mexico and ANZ</td>
<td>• Works well to replace 6-7% sugar equivalence</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Complies with Japanese standard (9th Ed) for steviol glycosides</td>
<td>• Usage rate 50-500 ppm</td>
</tr>
</tbody>
</table>

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Optimizer Stevia™ 4.10 achieved a higher overall liking score and lower bitterness scores than RA97.

Performance was similar to RA99 but at a lower cost in use.

Source: Sweet Green Fields proprietary research findings 2018

© 2018 Tate & Lyle
Optimizer Stevia™ 4.10 was better liked and less bitter than a comparative table-top product made with RA99.

Source: Sweet Green Fields proprietary research findings 2018
New! TASTEVA® M Stevia  
- Tastes Remarkably Like Sugar -

TASTEVA® M stevia sweetener is produced from the stevia leaf using a bio-conversion process. TASTEVA® M helps you formulate reduced-sugar products to achieve a clean sugar-like taste experience at an economically viable cost.

<table>
<thead>
<tr>
<th>Sweetness</th>
<th>Competitive Position</th>
<th>Regulatory Approval</th>
<th>Target Application</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Profiles like sugar</td>
<td>• Like our complete stevia portfolio, TASTEVA® M sweetener is made from stevia leaf extract</td>
<td>• United States</td>
<td>• Beverage</td>
</tr>
<tr>
<td>• Clean sugar like taste</td>
<td>• Sustainable supply</td>
<td>• Canada</td>
<td>• Dairy / Ice Cream</td>
</tr>
<tr>
<td>• Non-GMO</td>
<td>• Unique sweetness profile suitable for zero sugar beverages</td>
<td>• Mexico</td>
<td>• Confectionary</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Table Top Sweetener</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>• Works well to replace sugar &gt; 8 SEV</td>
</tr>
</tbody>
</table>

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TASTEVA® M Stevia Sweetener
Outperforms Reb A at higher levels of sugar replacement

>8 SEV sugar replacement

Better overall liking vs. Reb A

Less Off-Taste vs. Reb A

Disclaimer: The applicability of label claims and the regulatory and intellectual property status of our ingredients varies by jurisdiction. You should obtain your own advice regarding all legal and regulatory aspects of our ingredients and their usage in your own products to determine suitability for your particular purposes, claims, freedom to operate, labelling or specific applications in any particular jurisdiction.
*SE is the abbreviation of “Sugar Equivalence” which indicates the sweetness of a certain amount of sucrose could achieve. For Example, 7 SE equals the sweetness of 7g sucrose diluted in 100 ml water.
Conclusion: Finding the sweet spot

- Remember: Not all stevia sweeteners are equal
- Reformulate offerings with stevia that tastes good
- Use the right ingredients, the right partner, the right food science to address brix replacement
- Customize an approach for each individual product
Thank you.

For more information, and or to request product samples go to

Stevia.tateandlyle.com