

# C A S E S T U D Y

## Hot Tea with Stevia Tabletop Sweeteners Made with Optimizer Stevia™ 2.10

Looking for natural stevia sweeteners to substitute sugar represent in tabletop sweetener formulation? Using Optimizer Stevia™ 2.10 will maintain the same sweet taste with up to 30% lower cost-in-use. It is also highly-soluble, is available in various granularities and forms, is heat-stable and suitable for tea, coffee, milkshake etc.



“ Global tabletop and sachet sweeteners market will grow steadily at a CAGR of close to 9% during the period 2017-2021. One of the latest trend indicates that stevia, as a natural sweetener, will cause a decline in the usage of artificial sweetener due to consumers’ rising health concerns. ”

\* Resource: TechNavio analysis




### Formulation of Hot Tea with Stevia Tabletop Sweeteners

Dextrose	94.60%
SGF Optimizer Stevia™ 2.10	5.40%

### Energy Comparison to Full Calorie Commercial Offering

	Hot Tea with Optimizer™ Stevia 2.10	Regular Hot Tea Sweetened with Cube Sugar
Sugar	0g	16g

### Our Hot Tea with Stevia Tabletop Sweeteners concept offers:

-  Naturally sweetened
-  Healthy brand/product positioning
-  Zero calorie
-  Budget and profit maximization

### Optimizer Stevia™ 4.10 vs RA99 250ppm in Hot Black Tea



### Sensory Evaluation:

- Identical sweetness profile compared to traditional RA97
- Remarkably less bitterness and reduced bitter aftertaste
- Overall liking more satisfactory