

# C A S E S T U D Y

## 60% Reduced-Sugar Apple Juice Made with Optimizer Stevia™ 4.10



By using Optimizer Stevia™ range to replace the added sugar present in fruit-based beverage formulations, it is possible to achieve 60% or more sugar and calorie reduction, thus creating the same mouth-watering juice with well-balanced sweetness and sour taste.

“ Juice should be healthy as it is meant to be. However, it is increasingly being blamed by consumers for its added high sugar content. Governments in a number of countries have resorted to sugar taxation and ‘Added Sugar’ labeling to tackle this.\* ”

\* Source: Sugar tax: The global picture, Foodnavigator, Dec 14, 2018

### Formulation of 60% Reduced Sugar Apple Juice

Organic non-GMO Apple Juice	40.00%
Distilled Water	58.55%
Apple Flavor	0.035%
Pectin	0.040%
SGF Stevia Optimizer™ 4.10	0.027%

### Energy Comparison to Full Calorie Commercial Offering (8oz. serving size)

	Apple Juice with Optimizer Stevia™ 4.10	Regular Apple Juice
Calorie	44	110
Sugar	11.2g	28g

### Optimizer Stevia™ 4.10 vs RA99 270ppm in 60% Apple Drink



### Our Reduced Sugar Apple Juice concept offers:

- Natural-origin positioning
- Balanced sweetness and a well-rounded taste profile
- 60% less sugar and calories
- The same satisfactory flavor release without an aftertaste

### Sensory Evaluation:

- Same sweetness concept with less bitterness compared to full sugar counterpart
- Less detectable off-taste
- Improved overall liking