

## *Galam extends its stevia offering with its Fusion brand, a line of tailor-made steviol glycoside compositions with superior taste qualities*

As consumers become increasingly concerned with high sugar consumption, food and beverage manufacturers must respond with reduced sugar and calorie products. This new generation of products is also required to carry clean and natural labeling. According to the Food Ingredients' March 2014 edition, "Naturally Sweet" represents a leading trend and reflects an escalating market aversion to artificial sweeteners. Nevertheless, reduced sugar and clean labeling alone are not enough for today's health-conscious and savvy consumer, who still expects to enjoy a sugar-like taste.

Stevia's evolution reflects a clear market trend that directly caters to consumer needs. However, manufacturers still face a key stevia challenge: Masking the associated bitter off-notes to achieve as much flavor with stevia as with the sugary equivalent. Various innovative techniques have attempted to achieve this, including advanced cultivation processes for a sweeter leaf yield. Nevertheless, enhancing or isolating certain elements of the stevia plant often cannot deliver a complete solution on its own. In reality, additional ingredients may be required to mask bitter notes and balance the sweetness onset and lingering effect. Furthermore, most food and beverage applications need to be considered on an individual basis.

### *Fusion - Galam's multi-ingredient approach*

Thanks to Galam experts, stevia's vast sweetening potential has been unlocked for a multitude of applications. Galam scientists explored particular steviol glycosides' interactions, alone and in combination with other accompanying sugars, acids, fats and salts. Their findings indicate that stevia's delayed sweetness onset and lingering effect can be minimized by selecting specific steviol glycoside ratios together with sugars such as fructose and sucrose.

The result- *Fusion*- is a line of optimized steviol glycoside compositions. These compositions were carefully selected and tailor made to provide the optimal sweetening profile for each application, while maintaining a clean and sugar-like taste.

#### **Itay Dana, Galam's Innovation Department Manager explained:**

*"Following an intensive research process we're confident we can deliver a viable answer to market demands for premium stevia-based applications. These developments promise an appreciably more "rounded" overall sweetness profile for our customers' products across the full spectrum of applications."*



## *Visiongain reports Dr. Fernando Schved, Galam's Chief Scientist, predictions for key trends in the natural sweeteners market*

In an in-depth interview to Visiongain Global Market Research, Dr. Schved describes the key trends in the natural sweeteners market, particularly the drive to reduce the calorie content of end products by 20% to 50%.

Indicating a new turn for the food and beverage market, Dr. Schved predicts an increasing focus on the "quality of sweetness" in natural sweetening solutions.

Dr. Schved further discusses the current market drivers: Sugar reduction, natural positioning of products, better taste profiles and cost considerations. He concludes by sharing his insights on natural sweeteners market trends in specific geographical regions.

