



Sustaining Sweetness with BraziliaSweet RA95 and BraziliaSweet 95-60

If one were to list the pros and cons of sugar, it might look something like this. On the plus side, sugar tastes good. It is the sweetness by which most of us compare sweeteners to. It adds value to many food products by way of browning, bulk and humectancy.

Sugar's negative qualities are not so sweet. Added sugar adds calories and weight gain. "Obesity is common, serious and costly," the Centers for Disease Control and Prevention declares. The agency says nearly 35 percent of US adults are obese. Obesity-related conditions include some of the leading causes of preventable death: heart disease, stroke, type 2 diabetes and certain types of cancer. Further, they say the annual medical costs for people who are obese were \$1,429 higher than for those of normal weight.

Besides being unkind to the human population, sugar production is not a friend of the environment. The World Wildlife Fund calls sugarcane a water-intensive crop. "As one of the world's thirstiest crops, sugarcane has a significant impact on many environmentally sensitive regions," their website continues. "High demand for sugar and subsequent planting of sugarcane around the world is having a significant impact on biodiversity."

Consumers are increasingly aware of sugar's shortcomings. More than 50 percent of consumers are interested in products with reduced levels of sugar, according to a panel discussion at the 2014 Institute of Food Technologists (IFT) Annual Meeting & Food Expo®.

At the same time consumers are paying attention to health, they are gravitating toward socially responsible brands. Nielsen reports in a 2014 study that 42 percent of consumers say they are willing to pay more for products and services provided by companies that are committed to positive social and environmental impact. Half of those who will pay more for sustainable products are millennials (age 21 to 34).

Formulating with a natural, zero-calorie, sustainable sweetener is an opportunity for food manufacturers to tap into the market for both trends while appealing to a wide range of demographic groups.

BraziliaSweet® RA95 and BraziliaSweet® 95-60 are stevia extracts from Steviva Ingredients, Portland, OR that delivers superb flavor harvested from ethically sourced, identity-preserved plants.

Stevia is a small shrub with leaves rich in sweet compounds. Each of these steviol glycosides has a particular taste profile and sweetness intensity. The stevioside Rebaudioside A (Reb A) has a desirable flavor with minimal aftertaste. Compared to sugar, Reb A is 250 times as sweet. Processing further enhances flavor. Steviva Ingredients' products are uniquely water-extracted through a proprietary process. Both BraziliaSweet® RA95 and BraziliaSweet® 95-60 have an exceptionally clean flavor that is free of chemical solvents.

Consistent quality comes in part from the company's sustainability mission. Steviva Ingredients believes there is no responsible alternative to doing business other than through environmental sustainability. To this end, the company partners with farmers by investing capital. This co-investment and farming agreement means that Steviva has full traceability of the leaves grown. Plus, it assures dependable flavor. Growing conditions, including soil, water and weather will determine the composition and strength of the plants. Variations of concentrations and purity of sweetening glycosides can vary immensely when stevia leaves are sourced globally. Both BraziliaSweet® RA95 and BraziliaSweet® 95-60 stevia is cultivated at a single location in Brazil. Having full control of the supply chain provides a reliable and ready supply.

Compared to other sweeteners, stevia is inherently environmentally friendly. Stevia plants require lower inputs of land, water, and energy to provide the same sweetness level as other sweeteners. Because of its high sweetness intensity, very little is needed to sweeten foods and beverages.

When reducing sugar by formulating with stevia, it's important to build back solids. Ingredients consistent with a natural claim include fructose, inulin and erythritol. Label friendly starches include tapioca, corn and potato.

Stevia may be used singly or in conjunction with other sweeteners. Alone, stevia is incapable of participating in the Maillard reaction. Baked goods will require an additional sweetener or an ingredient like nonfat dry milk to develop a golden crust. Moisture levels may need to be increased to make up for the humectancy sugar provides to baked goods.

While the flavor of BraziliaSweet® RA95 and BraziliaSweet® 95-60 stevia is naturally clean, like all stevia products a slight licorice aftertaste may be detected in some applications. More complex flavor systems will minimize these notes. If any off flavors come through in the finished product, incorporating a masking flavor can eliminate any negative perceptions. Also, pairing stevia with complementary flavors such as ginger, cola and root beer will diminish licorice notes. Inulin or fructooligosaccharides (FOS) can also reduce aftertaste of high-intensity sweeteners. Acids, such as citric, tartaric or lactic will improve overall flavor by cutting the lingering sweetness of stevia.

These natural, high intensity, zero calorie sweeteners are ideal for use in a variety of no- low- or reduced calorie beverages, fruit products, meal replacement bars, cereals, snacks, desserts, ice cream, confectionery products, jams and jellies.

Whether reformulating or creating a brand new product, BraziliaSweet® RA95 and BraziliaSweet® 95-60 stevia gives developers a tool to meet two leading consumer trends — health and environmental consciousness.

Steviva Ingredients has an extensive system in place for ensuring the highest possible standards for quality control and food safety... such as Stringent Ingredient oversight, Adherence to good manufacturing practices with Strict microbiological standards and on- going Heavy metal and pesticide testing.

For spec sheets, documentation and samples of BraziliaSweet® RA95 and BraziliaSweet® 95-60 call your Steviva Ingredients sales representative at 310-455-9876 or email sales@steviva.com