

SWEETNESS THAT STARTS WITH THE LEAF

# Meet the breakthrough stevia sweetener



With great-tasting BESTEVIA™ Reb M stevia leaf sweetener, you can reduce more sugar than ever before.

For years, consumers have been choosing between the taste of sugar and their desire to reduce the amount of sugar they consume. Those days are over, thanks to BESTEVIA™ Reb M stevia leaf sweetener. Now you can give consumers reduced-sugar products with sugar-like sweetness and significantly less bitter aftertaste. With our partner, SweeGen, our 95% pure Reb M is derived from the stevia leaf and enables you to reduce more sugar than ever in your products. It's the innovative sweetener you—and consumers—have been waiting for.

# Deliver delight with sugar-like taste

Give your consumers the sugar-like taste they love with new BESTEVIA™ Reb M stevia leaf sweetener—the better-tasting stevia sweetener that starts with the leaf. You'll also satisfy demand for products made with naturally derived sweeteners, something consumers say they want. According to the Mintel 2016 Sugar and Sweeteners Report, 26% of millennials would pay more for a product sweetened with naturally sourced sugar substitutes. From clean labels and non-GMO assurance to delicious sugar-like taste, new BESTEVIA™ Reb M stevia leaf sweetener is the solution you need today.

## REPLACE MORE SUGAR

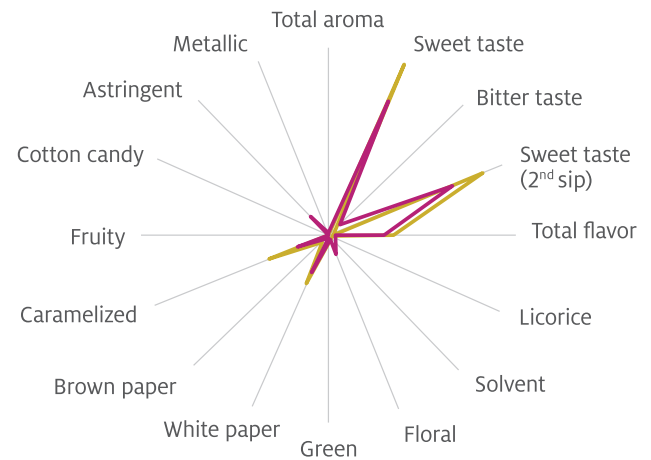
Because BESTEVIA™ Reb M stevia leaf sweetener is 200 to 300 times sweeter than sugar, with a much cleaner sensory profile than traditional stevia sweeteners, it enables you to reduce more sugar in your applications. In beverages, sugar can be cut by more than 70% without sacrificing taste.

- **Stevia leaf-based** — To produce BESTEVIA™ Reb M, we start with the extract obtained from the leaves of the stevia plant and use a proprietary technology to deliver a great sweetness experience.
- **True sugar-like sweetness** — Sensory testing proves that Reb M stevia is remarkably similar to sucrose in terms of taste.
- **Higher intensity** — BESTEVIA™ Reb M stevia leaf sweetener is 200 to 300 times sweeter than sugar with a cleaner sensory profile than traditional stevia sweeteners.
- **Increased sugar reduction** — Stand out in the market with significantly reduced sugar content.

## TALK TO OUR SWEETNESS EXPERTS

Discover how to reduce more sugar and deliver just-right sweetness with BESTEVIA™ Reb M stevia leaf sweetener. Request a sample today.

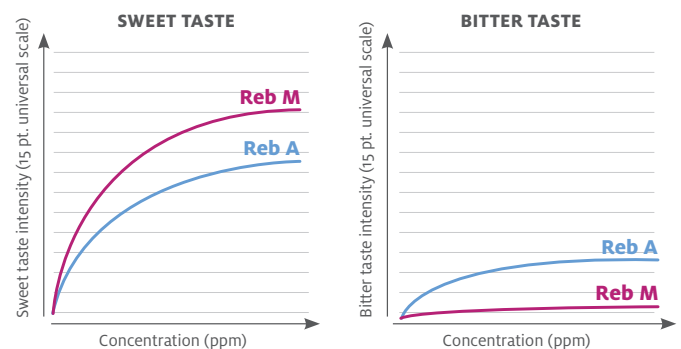
## REB M IS REMARKABLY CLOSE TO SUCROSE



### Sucrose Reb M

Scale of evaluation: 0 to 15  
Samples evaluated at 10% SSE and -70°F

## HIGHER SWEETNESS AND SIGNIFICANTLY LESS BITTER TASTE



# Bestevia™

FIND OUT MORE: [ingredion.com.au](http://ingredion.com.au) | [ingredion.co.nz](http://ingredion.co.nz)

In Australia, contact: T: 1 800 251 871

In New Zealand, contact: M: +64 21 274 2063

The information described above is offered solely for your consideration, investigation, and independent verification. It is up to you to decide whether and how to use this information. Ingredion Incorporated and the Ingredion group of companies make no warranty about the accuracy or completeness of the information contained above or the suitability of any of their products for your specific intended use. Furthermore, all express or implied warranties of noninfringement, merchantability, or fitness for a particular purpose are hereby disclaimed. Ingredion Incorporated and the Ingredion group of companies assume no responsibility for any liability or damages arising out of or relating to any of the foregoing. The INGREDION marks and logos are trademarks of the Ingredion group of companies and are used in Australia and New Zealand by Ingredion ANZ Pty Ltd. All rights reserved. All contents copyright © 2018.

V1-11-2018



# Ingredion™

Developing ideas.  
Delivering solutions.™