

# MAKING HEALTHY TASTE GREAT!

Sugar is among the most scrutinized ingredients in food and beverage today. While having an attractive label is key to winning consumers, ensuring delicious taste is critical in retaining them.

In just one year, **we removed 300,000 metric tons of sugar, over a trillion calories, from food and beverage products that consumers love without sacrificing great taste.**

As the sugar reduction market leader in portfolio, IP and innovation, Firmenich is prepared to help you solve your sugar reduction challenges and increase consumer acceptance with exciting new innovations.

## Is your current sweetness level still meeting shifting consumer preferences?

The role of sugar is complex, and removing it is not simply about replacing sweetness. Regardless of the level of reduction, to ensure a pleasant taste experience, other formula adjustments will be required.

As results vary by application, the approach required can be nuanced. Our expert technical teams can guide you and help create custom solutions to suit the most stringent requirements in taste, quality and regulatory restrictions.

# Firmenich

LEADING  
SUGAR  
REDUCTION  
*solutions*

Our comprehensive sugar reduction toolkit offers the most expansive range of solutions available. We can help guide you to the most appealing solution for your market, brand, and consumer.

Our sugar reduction scope has broadened to include a large, exclusive sweetener portfolio in Stevia, Monk Fruit, and Sucralose, and we continue to work to bring new exciting developments to our customers worldwide.

 **MODULASENSE®**

- TASTE MODULATION -

- Our **ModulaSENSE®** flavor range complements our sugar reduction technologies, enabling precise adjustments to modulate overall taste.
- **ModulaSENSE®** specifically targets gaps such as sweetness onset, masking, mouthfeel enhancement, and aftertaste.

 **TasteGEM®**

- SUGAR REDUCTION -

- **TasteGEM®** is our market-leading flavor range that combines an optimized blend of flavor, masking, and mouthfeel ingredients.



 **TastePRINT™**

- SUGAR REPLACEMENT -

- **TastePRINT®** Integrated solutions combine proprietary sweetener blends with or without flavor modulating technology.
- Designed to address the specific taste imperfections of non-nutritive sweeteners.

- SINGLE SWEETENERS -

Stevia | Monk Fruit | Sucralose

Making positive changes for the planet and our communities to enhance wellbeing, naturally.

**Together, we can make healthy taste great.**

**Firmenich**  
for good, naturally