

SWEETNESS THAT STARTS WITH THE LEAF

# Meet the breakthrough stevia sweetener



With great-tasting BESTEVA™ Reb-M stevia 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 sugar content. Those days are over, thanks to BESTEVA™ Reb-M stevia sweetener. Now you can give consumers reduced-sugar products with sugar-like sweetness and significantly less bitter aftertaste. With our partner, SweetGen, our 95% pure Reb-M stevia sweetener 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 **BESTEVA™** Reb-M stevia 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 2016 Mintel Purchase Intelligence, 25% of consumers aged 18–38 are willing to pay more for a product with “natural” sweeteners. From clean labels and non-GMO assurance to delicious sugar-like taste, new **BESTEVA™** Reb-M stevia sweetener is the solution you need today.

## REPLACE MORE SUGAR

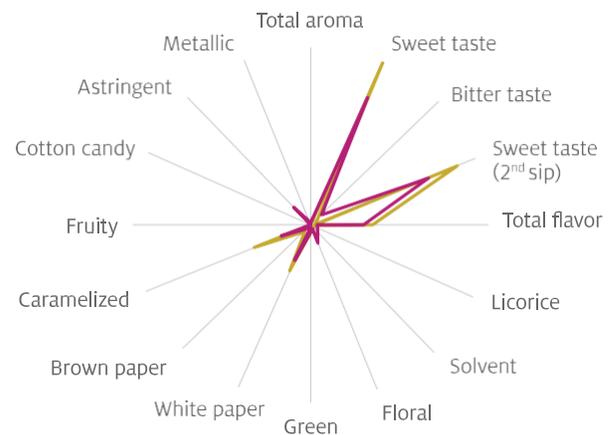
Because **BESTEVA™** Reb-M stevia sweetener is 200 to 300 times sweeter than sugar, with a much cleaner sensory profile than traditional stevia sweeteners, it enables you to reduce more sugar in your applications. In beverages, sugar can be cut by more than 70% without sacrificing taste.

- **Stevia leaf-based**—To produce **BESTEVA™** 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**—**BESTEVA™** Reb-M stevia 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 **BESTEVA™** Reb-M stevia 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

