

INDUSTRY PERSPECTIVES

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Our Process

- You choose the topic, and we'll work with you to draft the appropriate questions.
- Each Industry Perspective includes up to 6 questions resulting in an article of approximately 1200 words
- Included is a photo of the interviewee plus an optional supporting graphic supplied by you
- A PDF of the article will also be supplied to you for your own content marketing purposes

Promotion

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Ingredient is Helping Processors Increase Options by Reducing Sugar



Afroz Naeni, Platform Leader, Sugar Reduction & Specialty Sweeteners, North America

FP: What are some of the sweetener options available that can help product developers create products that are indulgent yet good for you?

Didem: At Ingeion, we look at sugar reduction with two key elements. The first one is sweetness replacement. In the simplest terms, sweetness replacement is achieved through high potency sweeteners like acesulfame, sucralose, acesulfame, monk fruits and such.

And the second part is the functional build-back portion, and this portion is about replacing the key functional aspects that sugar brings. And these functional requirements vary by application. In a sweet baked good, sugar provides browning and also contributes to the volume, the spread of the cookie, the cell structure in a cake, and even the overall texture. In another example, frozen desserts, sugar provides freeze point depression. It controls ice crystal formation. And as before, it also contributes to the overall texture.

If you look at bars or bar segments, sugar provides binding characteristics, like holding the particulates together. It has an effect on the texture and hardness of the bar and also delivers hygroscopicity, which is important for shelf-life storage. When you look at sugar confectionery, sugar and some syrups provide viscosity. They have a special effect on water absorption and stability of the products. And as a last example, we can look at the high-solid systems, like a sweet sauce or a fruit spread that is used in blended yogurts. In these, sugar affects starch gelatinization. These

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is where consumers are asking for the best of both worlds. They are looking for indulgent, great tasting products, but they're also looking to fit that with their lifestyle goals of health and wellness. That is overall reduction in calories and specifically reduction of grams of sugar. A few examples are biscuits, beverages, confectioneries, as well as some of the newer trends such as kenogran.

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