



SUGAR REDUCTION

February | 2020

BULLETIN



FOOD & NUTRITION
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WHAT'S INSIDE!

In the month of **February** the **Sugar Reduction** market witnessed **higher activity** in the **natural sweetener** category;

- **Nestlé** withdrew its **Milkybar Wowsomes** due to **lower consumer acceptance** resulting in lower sales.
- Companies such as **Fooditive** and **Icon Foods** launched **natural high-intensity sweeteners** in the market to cater to the increasing **clean-label demands**.
- **Amyris** partnered with distributor **Amazon** to increase its **product availability globally**.
- **McVitie's** is employing **gradual sugar reduction strategy** to **combat sensory changes** in the product while **steadily achieving sugar reduction targets**.

SPOTLIGHT

01



Nestlé withdrew **sugar-reduced Milkybar Wowsomes** due to **lower consumer acceptance** and **high cost**

SPOTLIGHT

02



Fooditive launched **apple and pear-based sweetener**

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Amyris partners with **Amazon** to expand **distribution of Purecane**

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McVitie's is **gradually reducing sugar content** in **biscuits range**

LEGEND



Partnership

SPOTLIGHT

Nestlé withdrew sugar-reduced Milkybar Wowsomes due to lower consumer acceptance and high cost

#HollowSugar
#MilkybarWowsomes

- Consumers have not accepted Nestlé's Milkybar Wowsomes product due to **excessive changes in the sensory properties** of the chocolate.
- The **strategy for reducing sugar content drastically** resulted in **no sensory adjustment time** for the consumers. A **gradual reduction** in sugar content would have resulted in **better acceptance** from consumers.
- Other underlying issues include a **high price** of the product and **less product marketing**. These could have been **combated in the long run**.
- While the **hollow sugar technology** product has been withdrawn by **Nestlé**, new technologies to reduce sugar content can be expected in **future products**.

Challenges and Advantages of Milkybar Wowsomes

Advantages of hollow sugar technology

- Reduced sugar**
 - High sweetening efficiency of the hollow sugar, reduced sugar quantity needed
- Fast dissolution**
 - Faster dissolution of the hollow sugar resulted in faster onset of sweet flavor
- Clean Label**
 - Artificial sugar was not utilized, hence clean label sweetener is achieved



- Organoleptic properties**
 - Consumers are not yet ready for **sensory changes** of reduced sugar products
- High Cost**
 - The cost of the product was perceived to be high by consumers
- Lower supply chain support**
 - Lower support from retail chain and lesser marketing due to upcoming technology

"The ambition behind Milkybar Wowsomes was enormous and it has been a real challenge for us to get to this stage. To create a confectionery product in just 12 months which has 30% less sugar than similar chocolate products and contains no artificial sweeteners is extraordinary."

-Jas Scott de Martynville (Head of Nestlé's Confectionery Product Technology Centre in York, UK)

Analysis of reasons for product withdrawal

NEWS Nestlé (Switzerland) has withdrawn its Milkybar Wowsomes range from the shelf due to **weak sales**.

Source: Nestlé

For more information check our 2H_2019_Trend_Deep_Dive >>>

SPOTLIGHT

Fooditive launched apple and pear-based natural sweetener that is produced from closed loop economy

#Sweetener #Launch

- Company's such as **Fooditive** and **Icon Foods** are **launching** natural sweeteners to cater to the **growing demand** for **natural high-intensity sweeteners**.
- Due to use of natural ingredients such as **peas and apples**, Fooditive is **providing alternative** to currently used natural ingredients such as **sugarcane**.
- RA99M** produced by **Icon Foods** provides **variety** in the **sweetener range** to **mask off-notes** and **withstand high temperature** produced during **beverage** manufacturing.

Production Process:

- Apples and Pears utilized as starting material
- Fructose in the fruits is fermented utilizing yeasts
- Zero calorie sweetener is produced
- Product is spray dried to 99.5% purity

100% Circular Economy

100% Natural

- The sweetener is produced from apples and pears via fermentation allowing a natural label

Uses

- Can replace Reb-M
- Can be utilized in protein beverages
- Can be utilized in food products manufactured under high temperatures

Sustainable

- The product utilizes leftover third grade produce, generates zero production waste and excess water is reutilized

Similar News

Icon Foods launched natural high intensity sweetener RA99M that is 350 times sweeter than sugar.

Read this story

Source: [Fooditive website](#)



#Partnership #SugarReduction

- Amyris utilizes **partnership** as a **strategy** to **increase its global presence** in the **ingredient manufacturing** segment. The latest **partnership** with **Amazon** will **increase its global presence**.
- **McVitie's** biscuit range is **gradually reducing sugar** in its biscuit range to meet **Public Health England** targets while allowing consumers to **gradually adapt** to **changes** in the **sensory characteristics** of the products.

25 Jan 2020, Tuesday

Amyris partners with Amazon to expand distribution of Purecane



Note: Arrows indicate partnership; Yellow borderline indicates new partnership
Partnership from 2019 considered

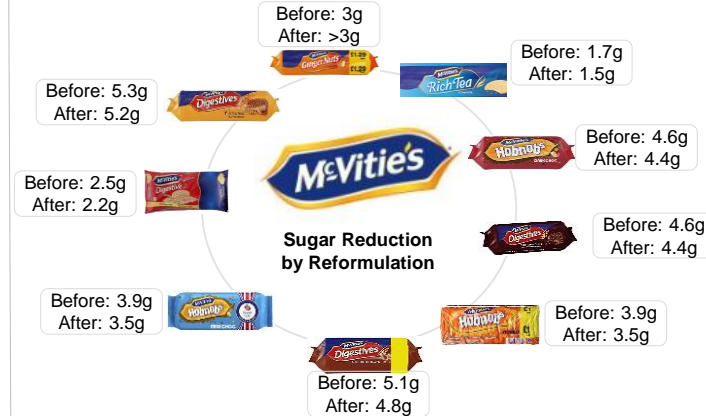
Benefits

- Amyris's **partnership** with **Amazon** will **increase** the companies **global presence**
- Amyris is **growing** with various **partnerships** with **different ingredient solution** companies

Read this story →

20 Feb 2020, Thursday

McVitie's is gradually reducing sugar content in biscuits range



Benefits

- The **reduced sugar** brings the **McVities's biscuits** closer to the **20% sugar reduction target** of **Public Health England**
- **Subtle reduction** in sugar will help the **consumers adapt** to the **gradual lowering** of sugar content

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