

MagnaSweet®

Reduce sugar, amplify natural tasting sweetness and improve flavor and mouthfeel



MagnaSweet®

Key drivers for sugar reduction

- Health concerns
- Calorie consciousness
- Sugar taxes



MINTEL

Taste stands in the way of greater adoption

“The use of no/low caloric sweeteners other than sugar has been a challenge for manufacturers, in part because of their taste. Stevia, for example, a sweetener that is considered to be a **"healthy" alternative** to sugar, has been criticized for its bitter aftertaste. Indeed, there is research underway to improve the taste (and aftertaste) of foods made with stevia. Introducing better-tasting alternatives will be the **key** to consumer acceptance.”

Source: [Lightspeed/Mintel](#)

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Common flavor challenges in sugar reduction

- Temporal profiles of high intensity sweeteners
- Bitterness and aftertastes of high intensity sweeteners
 - Stevia, monk fruit concentrate
- Cooling effects of sugar alcohols
 - erythritol
- Cost of high intensity sweeteners



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New MagnaSweet® products

- MagnaSweet SwE-001
 - Highly effective with high quality stevia products
 - pH > 3.0
- MagnaSweet SwE-003
 - Upfront sweetness, balanced temporal profile
 - Natural and artificial high intensity sweeteners
 - Tolerant at lower pH



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MagnaSweet® SwE-003 is used effectively to reduced sugar by 75% in a RTD lemonade

75% sugar reduced lemonade

Ingredient	Weight %		
	CTL	Stevia	MAG
Water	85.380	94.350	94.349
Sucrose	12.000	3.000	3.000
Lemon juice concentrate 400 GPL Cloudy	2.500	2.500	2.500
Natural lemon flavor	0.120	0.120	0.120
Stevia Reb D	0.000	0.030	0.026
MagnaSweet SwE-003	0.000	0.000	0.005
Total	100.000	100.000	100.000

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Tasting Notes: **MagnaSweet® SwE-003** in a 75% reduced sugar lemonade beverage

Product evaluated	Notes
Control (12° brix sugar)	<ul style="list-style-type: none">• Good acid/sugar balance• Pleasant lemon flavor• Smooth mouthfeel
3° brix sugar plus stevia Reb D	<ul style="list-style-type: none">• Reduced lemon flavor• Bitterness from stevia• tart• astringent
3° brix sugar plus stevia Reb D plus MagnaSweet SwE-003	<ul style="list-style-type: none">• Enhanced lemon flavor• Sweetness enhanced from stevia only sample• Reduced stevia bitterness• Improved mouthfeel• Less tart than stevia sample• Less astringent than stevia sample• Close to control in sweetness and flavor

The New **Magna-Branded** Products Powered by *MagnaSweet*®



Summary:

The 'New Mafco' is still rooted in our heritage of great products and outstanding customer-service.

But now, in addition to the brands you know and love, we now offer the new, highly-functional, fully-customizable Magna-Branded products!

And with the help of your ACM or our website (www.mafco.com), you now know how to choose the specific branded product that is right for you and your taste needs

Finally, with our new Collaborative R&D Process, you can rest assured that if our products don't get you what you need the first time, our team of scientists and can re-engineer the product to deliver on your expectations.