



Media Release

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Bell Flavors & Fragrances EMEA presents functional solutions for sugar reduction in food and beverages

Bell Flavors & Fragrances EMEA, one of the leading suppliers of flavours, botanical extracts and ingredient specialities, launches a functional taste solution for sugar reduction in beverages, dairy applications, ice cream and bakery. Bell answers current market needs based on changing consumer behaviour and political frameworks with its new developed "REDSugar" flavour range, that focuses on natural, clean label product developments with less or low sugar.

Natural taste solutions for 30% sugar reduction

Based on Bell's capabilities to understand current market challenges and provide functional solutions, a dedicated team of flavourists, creation, application technologists and sensory experts has developed a range of natural flavours, that is able to keep the products' taste and appeal when reducing the sugar content. As sugar is an active ingredient, it not only acts responsible for the sweetness-perception, but also impacts other major sensory attributes within the products' formulation.

Combining its flavour house expertise in delivering intense, high-quality and satisfying product properties, Bell's "REDSugar" flavours therefore help to keep complex matrixes within the applications by reacting with existing structures. This strongly helps to close the "sugar gap" and to maintain mouthfeel, taste and texture, while delivering a positive impact on the sweet perception of a product. As a result, the sugar content can be decreased by at least 30%, depending on the application.

The taste solutions have been successfully tested in a variety of segments and applications, such as soft drinks, near and flavoured water, yoghurt and dairy products, ice cream as well as bakery products. Based on natural raw materials and therefore assuring to maintain a natural flavouring declaration, Bell's flavour innovations mimic the molecular composition of sugar, while being in line with today's market needs, consumer expectations and clean label restrictions.


Growing market relevance of sugar reduction

According to market data almost 90% of global consumers pay attention to sugar, sweeteners or related claims when choosing food and drinks. Growing aspirations for healthy food varieties and increasing concerns on sugar intake are driving the food and beverage industry to respond with reformulation of products or new developments based on less or low sugar. At the same time, governments have set up taxes on sugar-sweetened products, making reformulation inevitable in many Western European countries. The industry is therefore facing challenges, as successful products need to be adapted using less sugar, while still meeting high expectations regarding naturalness, indulgence and sensory attributes.

Furthermore, consumers are looking for natural ingredients and the substitution of artificial sweeteners. They react highly attentive towards the type of sugar substitution used in reformulated products and are very likely to accept a combination of less sugar and natural sweeteners over a sugar free, but artificially sweetened formula.

Category impact and outlook

Among other categories, soft drinks represent a major focus for sugar reduction, as this segment is directly affected by sugar taxes in some of the markets. However, growing concerns about sugar intake are currently expanding into other categories, such as dairy products, ice cream and desserts, confectionery and bakery. Within these categories, better-for-you attributes and nutritional advantages are highly appreciated, while major compromises on taste are not very well accepted. New product launches addressing low or less sugar content or emphasising sugar-related



claims have been growing in recent years, leading to the conclusion, that market dynamics are not slowing down and the industry needs to adapt to new requirements set by consumers and political frameworks.

About Bell Flavors & Fragrances EMEA:

Bell Flavors & Fragrances is a leading supplier of flavours, fragrances, botanical extracts and ingredient specialities to the beverage and food industry, as well as the household care and personal care industry. Bell's affiliated companies in the United States, Canada, Mexico, Brazil, China and Singapore give the company flexibility in the world market place and enable Bell to bring new trends quickly to customers' attention.

Bell Flavors & Fragrances – get in touch with taste!

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