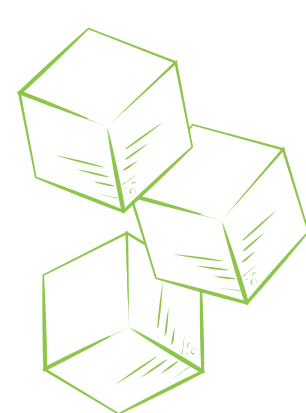


# The Sugar Conversation



## Beyond Sweetness

Demand to reduce sugar intake is strong



*"Reduce added sugar intake to <10% total energy"*  
2015 report

Sugar Tax Legislation



But sugar has functional **roles in foods and beverages** beyond sweetness



*Jam*  
**Preservation**



*Muffin*  
**Volume & Tenderness**



*Bread*  
**Colour**



*Ice Cream*  
**Thick, creamy texture and prevention of crystal formation**



*Prepared Meals*  
**Shelf life**

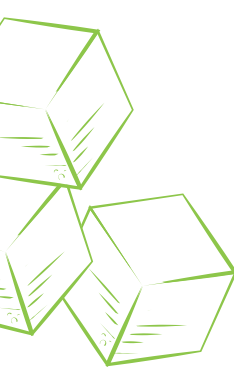


*Filled Bar*  
**Viscosity / Water Migration**

Solutions for sugar reduction should maintain flavour and functional properties



Control viscosity  
**Blend of texture systems**



Replacing bulk / volume  
**Soluble fibres (gum acacia, chicory root, beta glucan)**



Colour in baked goods  
**Proteins**

Texture  
**Emulsifiers (soluble fibres, lecithin)**

