



# INTRODUCING NEW TASTEVA® M STEVIA SWEETENER

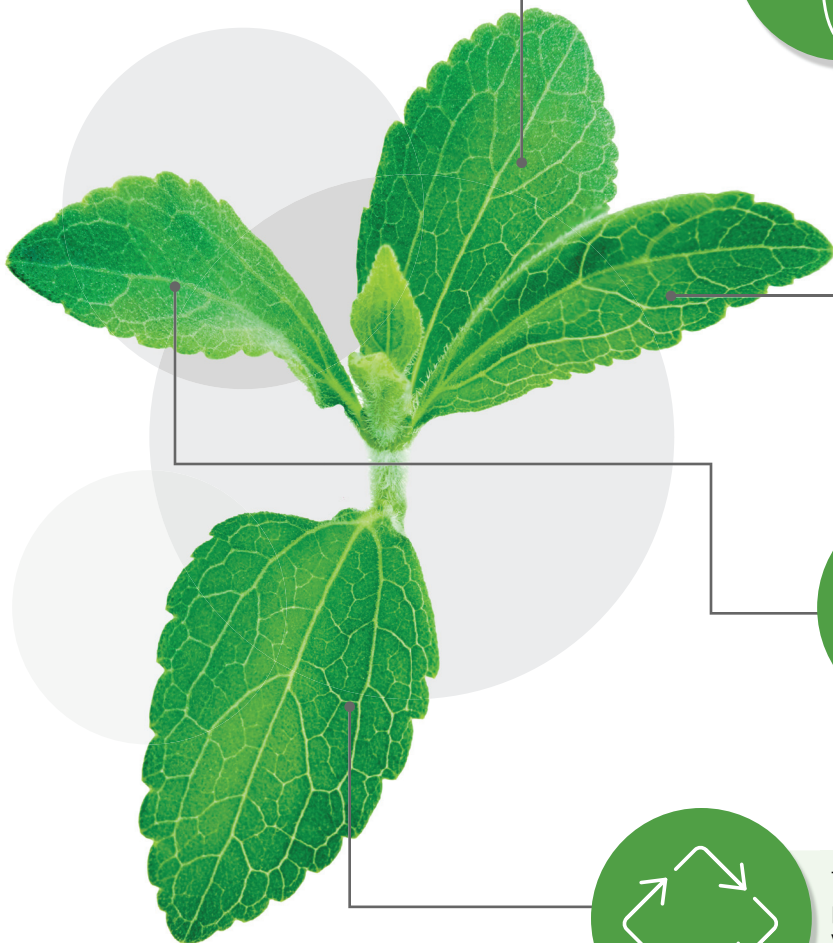
The added 'Mmm' is our Reb M.

For a clean, sugar-like taste complete with acceptable cost in use.

This is TASTEVA® M Stevia Sweetener, the new label-friendly, premium stevia sweetener that tastes remarkably like sugar. TASTEVA® M Stevia Sweetener delivers zero-calorie sweetness from the stevia leaf, providing a clean sweetness and sweet onset like sucrose without the bitter linger of conventional stevia.

You've never tasted sweetness like this before.

Click the icons to explore what makes TASTEVA® M unique.



Various steviol glycosides (the compounds that give stevia its natural sweetness) exhibit distinct taste characteristics and sweetness intensities.

Reb **A**   Reb **D**   Reb **M**

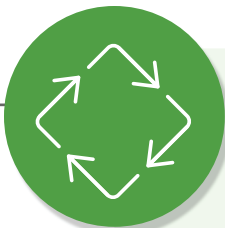


Whereas some steviol glycosides are abundant in a typical stevia leaf, others are relatively rare.

Reb **A**   Reb **D**   Reb **M**  
8%   ~0.2%   <0.1%



TASTEVA® M is a high-purity Reb M stevia sweetener that provides a cleaner, more sugar-like taste (at sugar-replacement levels greater than 8 SEV) than relatively abundant compounds, such as Reb A.



Tate & Lyle's bio-conversion process increases Reb M yields, enabling us to produce more volume not limited by plant yields and deliver more from the leaf at an acceptable cost in use.

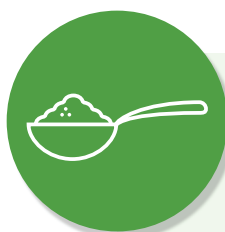
What makes TASTEVA® M one of a kind? Start with the stevia leaf, converting its extract through a bio-conversion process and aqueous-only finishing step to produce our Reb M, which improves cost efficiency while still delivering a clean, sugar-like taste.





## Want Our 'Mmm' in Your Product?

At Tate & Lyle, we're proud of the extraordinary partnerships we build with formulators. We believe that together we can expand the limits of what's possible in sugar and calorie reduction, and our experts are eager to help you achieve your unique goals.



☒ TASTEVA® M offers a clean sweetness free from the bitter taste found in other stevia sweeteners. Even stevia-sensitive consumers like products formulated with TASTEVA® M at sugar-replacement levels greater than 8 SEV.



☒ TASTEVA® M achieves an unsurpassed sweetness profile compared to conventional sweeteners, even at sugar-replacement levels greater than 8 SEV – all at an acceptable cost in use.



☒ The team of experts at Tate & Lyle are equipped to partner with formulators to determine how TASTEVA® M can be combined with other ingredients, including our complete stevia portfolio, our DOLCIA PRIMA® Allulose, PROMITOR® Dietary Fiber and PUREFRUIT™ Monk Fruit Extract to deliver high levels of sugar reduction and great sugar-like taste.



With TASTEVA® M Stevia Sweetener and the rest of Tate & Lyle's unmatched portfolio of solutions for sugar and calorie reduction, backed by the support of our team of innovators, it's easier than ever to create naturally sweetened products your consumers are sure to love. Let's make something sweet together.