



PUREFRUIT® Monk Fruit Extract



NO CALORIES. NO COMPROMISE. NATURALLY.

Give consumers the natural, no-calorie sweetness they demand.

Natural, no-calorie sweetness —now better than ever. PUREFRUIT® Monk Fruit Extract is the natural, zero-calorie sweetener that enables you to reduce calories without compromising taste.

PUREFRUIT™

Monk Fruit Extract

Introducing PUREFRUIT® Monk Fruit Extract, the great-tasting, natural, no-calorie sweetener

- A breakthrough in exceptionally clean, natural sweet taste
- 200 times the sweetness of sugar
- No bitter aftertaste
- Allows for higher sweetness levels compared to other natural, intense sweeteners
- Naturally provides calorie-free sweetness by replacing sugar but without compromising taste
- **PUREFRUIT® Monk Fruit Extract: Preferred nearly 9 to 1 over Reb A in a head-to-head sensory taste test.⁶**
- 92% of consumers find the claim 'naturally sweetened' appealing¹
- 60% of consumers say they would pay as much as 10% more for a kids' juice naturally sweetened with Purefruit® Monk Fruit Extract²

Monk fruit: It's naturally appealing

- Consumers find our 'natural sweetness from monk fruit' claim extremely appealing³
- 'Monk fruit extract' appeals to consumers across many different food categories⁴
- Indicating natural, wholesome and great-tasting sweetness, 'monk fruit' immediately instills confidence in consumers⁵
- It helps moms reduce calories without the worry

'This is a delicious option for the whole family.'

— Tate & Lyle survey respondent

Discover the new sweetener from a centuries-old source

- A member of the melon family, monk fruit grows only in the remote highlands in Asia
- Considered a 'national treasure' in China, monk fruit has been harvested by monks for centuries and used to make medicinal tea
- Highly stable, versatile and applicable across most categories including fruit juices, flavored water, smoothies, yogurt, juice drinks, cereal bars, breakfast cereals and fruit snacks
- A great-tasting way to reduce sugar and calories with no bitter aftertaste

Functionality and labeling

- Available as a readily soluble powder for easy formulation
- pH stable at low and neutral conditions
- Stable at high heat
- Ideal for use in reduced-sugar products where use levels of sweeteners can be optimized
- Simply labels as 'monk fruit extract'
- Monk fruit extract is generally recognized as safe (GRAS)



1. Tate & Lyle Consumer Research, Quantitative and Qualitative [2010-2011]. 2. Tate & Lyle Consumer Research, Quantitative and Qualitative [2010-2011]. 3. Ibid 4. Ibid. 5. Ibid. 6. Tate & Lyle sensory testing on Purefruit Select, 2011. The information contained should not be construed as recommending the use of Tate & Lyle's product in violation of any patent, or as warranties (expressed or implied) of non-infringement or its fitness for any particular purpose. Prospective purchasers are advised to conduct their own tests, studies and review of the intellectual property and regulatory space to determine the fitness of Tate & Lyle products for their particular purposes, product claims or specific applications.

TATE & LYLE

©2016 Tate & Lyle SWN0916072

ABOUT TATE & LYLE

Tate & Lyle is a global provider of ingredients and solutions to the food, beverage and other industries, with operations in over 30 locations worldwide.

tateandlyle.com