



# REVEAL YOUR SWEETNESS

Take your reduced-sugar formulations from bitter-sweet to better sweet with TASTEVA® Stevia Sweetener

TASTEVA® Stevia Sweetener is the stevia sweetener that delivers a clean, sweet taste with no bitter aftertaste, even at higher usage levels. Produced from aqueous extracts from the leaves of the stevia plant, through a proprietary process, TASTEVA® Stevia Sweetener delivers a better-tasting, natural solution that is suitable for use in sugar-free, no-sugar-added and reduced-sugar beverages and foods.

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## Sweetness with no aftertaste to conceal

- Reduce sugar without reducing consumer liking.
- Cut calories without compromising on taste.
- Formulate the natural products your customers demand.

## TASTEVA® Stevia Sweetener has a superior taste profile over Reb A 97 and other stevia products.

- TASTEVA® minimises the bitter aftertaste of stevia that 80% of the population can taste.
- Eliminates the need to use masking ingredients in reduced-sugar formulations.
- In a consumer test, a 50% sugar-reduced tea drink sweetened with TASTEVA® achieved equal liking scores to the full-sugar product.\*
- Over 80% of people who tried TASTEVA® in a strawberry-flavoured drink preferred it over ordinary stevia sweeteners.\*\*

## TASTEVA® Stevia Sweetener is both natural and versatile.

- Suitable for use in sugar-free, no-sugar-added and reduced-sugar beverages and foods.
- Allows for significant sugar reduction with substantially less aftertaste.
- Natural plant extract that meets FDA GRAS specifications for steviol glycosides.
- Delivers labelling simplicity: Stevia extract.

\* In sensory tests, no significant overall difference was found between 50% sugar-reduced raspberry-lime tea drink sweetened with TASTEVA® and the full-sugar reference.

\*\* 89% of respondents preferred the strawberry-flavoured drink sweetened with TASTEVA® over the Reb A version, in a paired preference test.

This data is provided in good faith for your information. Customers should take their own advice with regard to all legal and regulatory aspects of our food ingredients and their usage for human consumption. Tate & Lyle accepts no responsibility for the validity of the claims set above.

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**Great tasting. Low calorie.  
Give consumers everything  
they want.**

## SENSORY – PREFERENCE:

In sensory tests, no significant difference was found between the 50% reduced-sugar tea sweetened with TASTEVA® Stevia Sweetener and the full-sugar version.

## TASTEVA® Stevia Sweetener is easy to formulate with.

- Ideal for a wide range of applications including beverages, dairy, baked goods, dressings and sauces, frozen foods, processed fruits and vegetables, snacks and cereals.
- Efficient high-potency sweetness: 200 to 300 times more potent than sugar.
- Stable in processing and storage over a wide pH range, making it ideal for use in low-pH systems such as beverages.

For more information visit:

**[tastevasweetener.com](http://tastevasweetener.com)**



## 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](http://tateandlyle.com)**