



Proust™ A001

Looking for alternative option to fight against high price of sugar and its high calories?

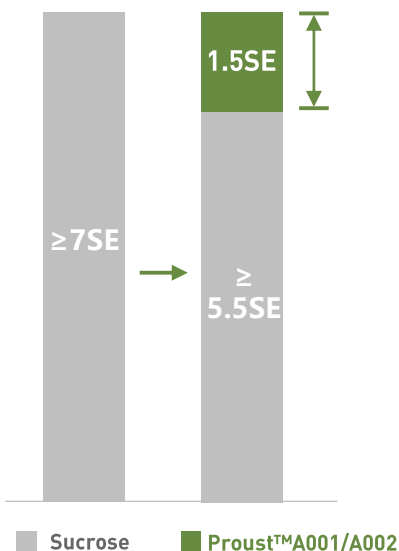
Silent Sugar Reduction with Proust™

(Flavor with modifying properties)

- $\geq 20\%$ Sugar reduction - Cost saving, lower calories
- Clean label
- Unchanged sweetness and flavour

Proust™ A001

Silent sugar reduction for 1.5SE, 2SE synergized with sucrose (7SE or more total sweetness level)



1

Cost-in-use saving

20%-30%



2

Up to 20%

Calorie reducing

kcal



3

Unchanged sweetness and flavour

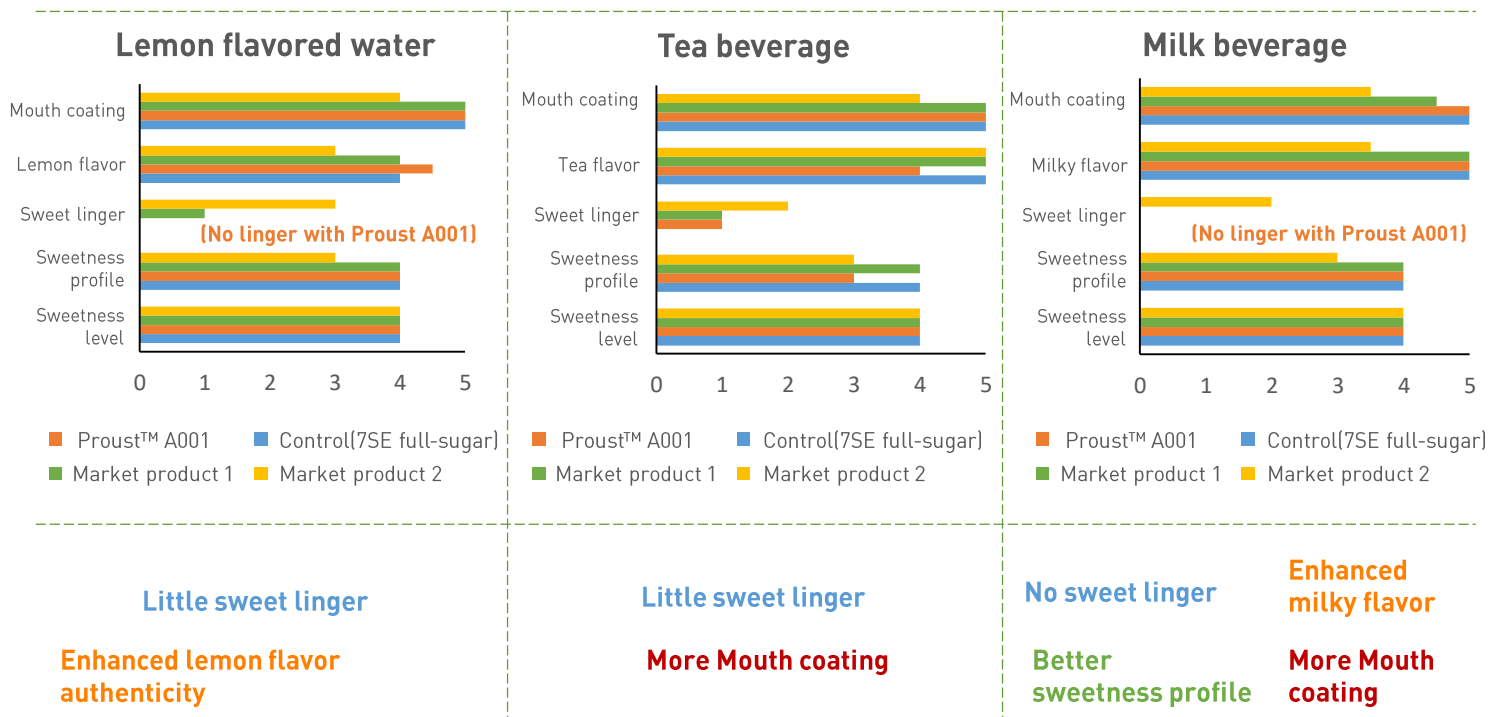


Proust™ A001 complies with EU regulations, labelled as "natural flavor".

The sweetness level of Proust™A001 is less than 1.5SE, 2SE synergized with sucrose

Application: Proust™ A001

Sensory comparison between two market solution and Proust™ A001 in full-sugar lemon flavored water, tea beverages, and milk beverage (total sweetness 7SE, sucrose addition 5%).



*Resource: EPC internal experiment, Panel: 6

Proust™ A001 Product Features

Name	Product form	Labelling	Performance	Scenario	Rec. dosage	Sugar replacement range
Proust™ A001	Powder	Natural flavor	<ol style="list-style-type: none"> Silent sugar reduction for 1.5SE when sucrose dosage is higher than 5%, 2SE synergized with sucrose Boost flavor for fruity flavored beverage, dairy based beverage, tea beverage; Improves mouth coating significantly 	<ul style="list-style-type: none"> Fruity flavored beverage Dairy based beverage Energy drink Tea beverage 	200-220ppm	With higher than 5% sucrose (Total sweetness higher than 7SE)