

EXCLUDED FROM TOTAL AND ADDED SUGAR VALUES

# Get the functionality and taste of sucrose without all the calories



Breakthrough **ASTRAEA® Allulose** is a noncaloric alternative to sugar that can help you create consumer-winning indulgences with better-for-you appeal

More and more consumers are cutting back on sugar. Over the past 12 months, 84% of consumers say they have reduced their sugar intakes.<sup>1</sup> Now you can create sweetened treats that taste great and that consumers can feel good about with ASTRAEA® Allulose. This innovative, almost calorie-free ingredient solution has a similar sweet taste profile and the key formulation functionality of sugar without contributing to the total or added grams of sugar values on Nutrition and Supplement Facts labels, helping you replace sugar and trim calories without compromising appeal in your beverage, dairy, bakery and confectionery products.

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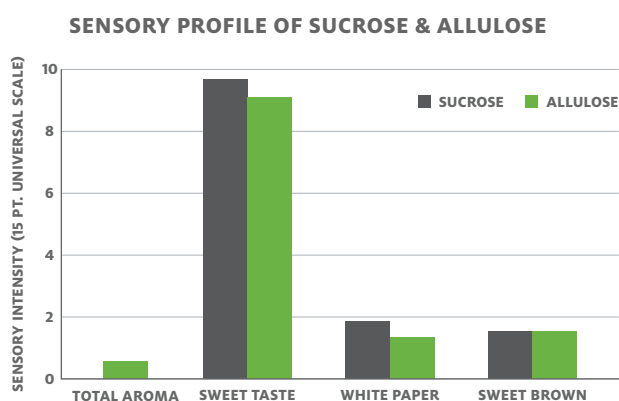
# The sweet side of functionality

More consumers are shopping for healthier foods and beverages — but they still want sweet, indulgent products. Meet this demand more easily with ASTRAEA® Allulose. Developed by the global pioneer and leader in rare sugars, Matsutani, this ingredient solution acts and tastes similar to sugar in your formulations while adding almost no calories, and now with FDA guidance, no grams of sugar.

Replace sucrose and cut both calories and grams of sugar — without sacrificing performance or your products' most tempting qualities.

## The sweetness consumers expect

ASTRAEA® Allulose tastes similar to sucrose and is about 70% as sweet, helping you maintain consumer-winning sweetness in low-sucrose products.



## A pioneering partner

ASTRAEA® Allulose was developed by Matsutani, the rare sugars leader that has spent more than 15 years researching and refining the world's first rare sugars, including allulose. This innovator has also conducted more research on rare sugars solutions than any other allulose supplier.

Supplied in the Americas by Ingredion, ASTRAEA® Allulose has GRAS status from the U.S. Food and Drug Administration and can help you deliver the indulgent, guilt-free treats your consumers want.



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[ingredion.us/astraea-allulose](https://www.ingredion.us/astraea-allulose) | 1-800-713-0208

#### Sources:

1. Mintel, Sugar Reduction Trends, 2017
2. U.S. Food and Drug Administration, GRAS #498

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## Reduce calories and grams of sugar

Using high intensity sweeteners to replace sucrose in formulations often requires other ingredients to build back bulk and solids and maintain the products' sensory appeal. With ASTRAEA® Allulose, you get comparable functional bulking, browning and freeze-point depression properties to sugar while adding next to no calories — just 0.4 calories per gram — to your formulation. And, with typical usage levels (2% to 100%), allulose is well-tolerated and has been shown to have no effect on blood glucose levels.<sup>2</sup> Now you can maintain mouthfeel in beverages, create perfectly browned baked goods, prevent crystallization and maintain texture in dairy products all with less grams of sugar and far fewer calories.

### FIND SWEET SUCCESS WITH INGREDION

Work with Ingredion to discover new ways to replace sucrose without compromising taste or quality. Access our comprehensive portfolio of sugar reduction solutions and leverage our formulations expertise and applications knowhow to create great-tasting, lower-calorie treats and get them to market fast.



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