

SWEETNESS THAT STARTS WITH THE LEAF

Meet the breakthrough stevia sweetener



With great-tasting ENLITEN® Reb M stevia leaf sweetener, you can **reduce more sugar than ever before**

For years, consumers have been choosing between the taste of sugar and their desire to reduce sugar content. Those days are over, thanks to ENLITEN® Reb M stevia leaf sweetener. Now you can give consumers reduced-sugar products with sugar-like sweetness and significantly less bitter aftertaste. Our 95% pure, non-GMO Reb M is derived from the stevia leaf and enables you to reduce more sugar than ever in your products. It's the innovative sweetener you — and consumers — have been waiting for.

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Deliver delight with sugar-like taste

Give your consumers the sugar-like taste they love with new ENLITEN® Reb M stevia leaf sweetener — the better-tasting stevia sweetener that starts with the leaf. You'll also satisfy demand for products made with naturally derived sweeteners — something consumers say they want. According to the Mintel 2016 Sugar and Sweeteners Report, 26% of millennials would pay more for a product sweetened with naturally sourced sugar substitutes. From clean labels and non-GMO assurance to delicious sugar-like taste, new ENLITEN® Reb M stevia leaf sweetener is the solution you need today.

REPLACE MORE SUGAR

Because ENLITEN® Reb M stevia leaf sweetener is 200 to 300 times sweeter than sugar, with a much cleaner sensory profile than traditional stevia sweeteners, it enables you to reduce more sugar in your applications. In beverages, sugar can be cut by more than 70% without sacrificing taste.

- **Stevia leaf-based** — To produce ENLITEN® Reb M, we start with the extract obtained from the leaves of the stevia plant and use a proprietary technology to deliver a great sweetness experience
- **True sugar-like sweetness** — Sensory testing proves that Reb M stevia is remarkably similar to sucrose in terms of taste
- **Higher intensity** — ENLITEN® Reb M stevia leaf sweetener is 200 to 300 times sweeter than sugar with a cleaner sensory profile than traditional stevia sweeteners
- **Increased sugar reduction** — Stand out in the market with significantly reduced sugar content

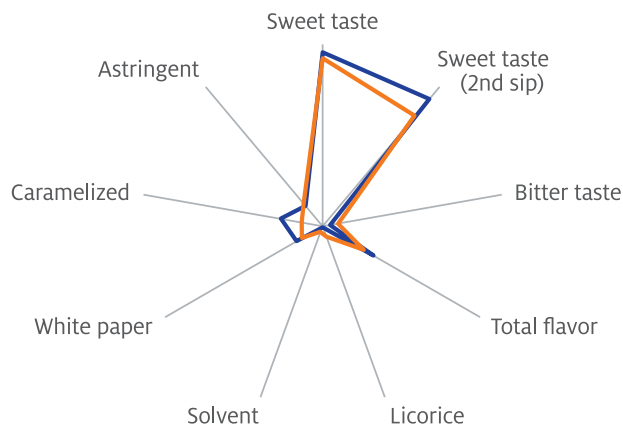
TALK TO OUR SWEETNESS EXPERTS

Discover how to reduce more sugar and deliver just-right sweetness with ENLITEN® Reb M stevia leaf sweetener. Request a sample today.



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REB M IS REMARKABLY CLOSE TO SUCROSE

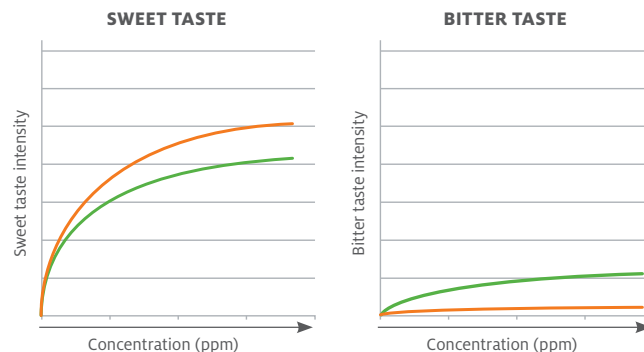


Reb M
Sucrose

Scale of evaluation: 0 to 15
 Samples evaluated in water at 10% SSE and ~70°F

Source: Ingridion Global Sensory, Trained Panel

HIGHER SWEETNESS AND SIGNIFICANTLY LESS BITTER TASTE



Reb M
Reb A

Scale of evaluation: 0 to 15
 Samples evaluated in water at ~70°F

Source: Ingridion Global Sensory, Trained Panel



Ingredion®

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