



TATE & LYLE

PUREFRUIT™ Monk Fruit Extract is the revolutionary sweetening ingredient that allows food and beverage manufacturers to naturally reduce sugar with no compromise on taste!

The **only** natural, fruit-based, zero-calorie sweetening ingredient



ANNOUNCING THE BEST-TASTING PUREFRUIT™ EVER!

PUREFRUIT™ SELECT IS THE BEST TASTING NATURAL, NO CALORIE SWEETENER AVAILABLE

- Recent process breakthrough allows best ever monk fruit taste performance
- PUREFRUIT™ Select beat Reb A nine to one in sensory preference test*
- No bitter aftertaste; allows higher sweetness levels than other natural intense sweeteners

PUREFRUIT™ SELECT IS AVAILABLE FOR SAMPLING NOW!



Why is PUREFRUIT™ Monk Fruit Extract so important to your brand?

CONSUMERS ARE DEMANDING NATURALLY SWEETENED PRODUCTS

- 92% of consumers find the claim 'naturally sweetened' appealing
- 'Naturally sweetened from fruit' is the perfect answer to the question 'how' when consumers see 'reduced sugar' claims - no need to look at the back label
- Huge 'naturally sweetened' momentum in the industry - 171 products with a natural intense sweetener have been launched to date in 2011 in the US**

'SWEETENED FROM FRUIT' CLAIM IS EXTREMELY APPEALING TO CONSUMERS

- The word 'fruit' immediately instills confidence with consumers:
 - Signals natural, wholesome, great-tasting
 - Consumers find monk fruit extract appealing across many different categories
 - Helps moms reduce sugar while keeping peace of mind
 - This claim is not possible with any other sweetener!

Discover the new sweetener that has been used for centuries

- Monk fruit is a member of the melon family
- Monk fruit's sweetness is concentrated using a natural extraction process: The fresh fruit is crushed, infused with water, the sweet essence is filtered, and it is then spray dried for use in food and beverage production
- Highly stable, versatile and applicable across most categories, including: fruit juices, flavored water, smoothies, yogurt, juice drinks, cereal bars, breakfast cereals, fruit snacks
- All in all, a great tasting way to reduce sugar and calories with no bitter aftertaste!

*Tate & Lyle sensory testing, 2011

**Mintel/GNPD – through November 2011