

Jungbunzlauer

# Sugar Reduction

in beverages

## Benefits at a glance

### Sugar equivalent sweetening system

The addition of erythritol supports the taste improvement and bulk compensation in sugar-reduced beverages:

- Combination with high-intensity sweeteners like stevia **allowing for sugar-free and low-calorie beverages** of varying sweetness level
- Maintains a **clear taste profile**
- Provides approximately **60% of the sweetness** of sugar

### Natural and non-GMO ingredient

Erythritol is the only **natural** polyol approved for use in food and beverages

- **Naturally occurring** in fruits like grapes, pears, and watermelon
- Produced through a **yeast fermentation process**
- Made from **plant-based raw materials** by **non-genetically modified** organisms

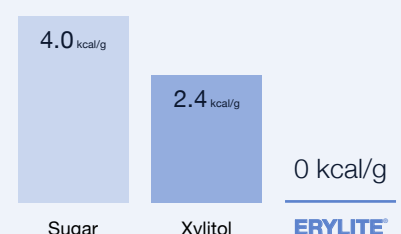
### Unique metabolic attributes

Advantages over other polyols include:

- **Zero caloric value:** Does not increase the beverage's calorie content
- **Zero glycaemic index:** Does not affect blood sugar levels
- **High digestive tolerance:** The majority is absorbed in the small intestine rather than being metabolised, minimising gastrointestinal discomfort



Caloric value of polyols and sugar (EU and US)



# Jungbunzlauer ingredients in function

- ERYLITE® Erythritol
- ERYLITE® Erythritol Stevia blends

## Limitations in usage levels

### EU

- Erythritol is approved as a food additive in the EU with limitation in particular applications. It is approved as flavour enhancer in energy-reduced or no-added-sugar flavoured drinks, with a maximum usage level of 1.6%
- It is advisable to check for any specific limitations applicable to certain food categories under Regulation (EC) No1333/2008

### USA\*

- Erythritol and Rebudioside A (Stevia) are classified as GRAS (Generally Recognized As Safe) by the FDA and are permitted for use in food according to current Good Manufacturing Practices (GMP). Specific upper limits for erythritol applications in beverages include:
  - Less than 3.5% for reduced or low-calorie carbonated and non-carbonated beverages, as well as dairy product (e.g., chocolate and flavoured milks)
- The Flavour and Extract Manufacturers Association (FEMA) has granted Erythritol (FEMA No 4819) and Rebudioside A (FEMA No 4601) GRAS status for use as flavour ingredients with modifying properties in specified applications and usage levels.

\*Information is provided here on selected ingredients only. For additional information, please see "JBL Beverage Campaign US Food Additive Regulatory Summary"

## Value proposition



Achieves sweetness levels comparable to sugar



Supports reformulations driven by sugar tax regulations



Natural, fermented, and non-GMO



Non-caloric



High digestive tolerance



Non-glycaemic and non-insulinemic



Synergistic effects when combined with stevia or other HIS



Non-cariogenic

Headquarters **Jungbunzlauer Suisse AG** · CH-4051 Basel · Switzerland · Phone +41 61 295 51 00

For further information please contact: [headquarters@jungbunzlauer.com](mailto:headquarters@jungbunzlauer.com) · [www.jungbunzlauer.com](http://www.jungbunzlauer.com)

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