

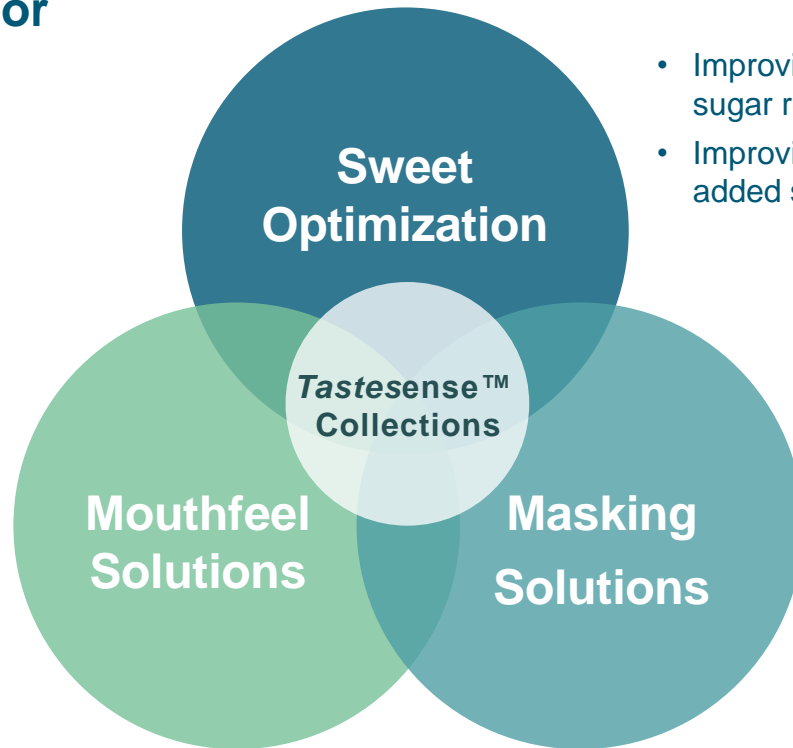
KERRY

Reducing Sugar with Tastesense™



Kerry Tastesense™

The Right Taste for Better Nutrition



- Syrupy mouthfeel in sugar reduced products
- Dairy mouthfeel in dairy & alternative dairy Delivering
- Succulence in salt or fat reduced savoury products

- Improving Nutrition through sugar reduction
- Improving Taste of low / no added sugar products

- Mask undesired taste in alternatively sweetened, plant protein and fortified products
- Improve undesirable flavour from ingredients

Highlights of Tastesense™ Portfolio

Clean Label

Labeled as natural flavor

Cost Conscious

Reduces costs associated with increasing consumer preference

Cross Category Functionality

Formulated for use across end use markets

Nutritional Focus

Better-for-you consumer friendly formulations

Sustainability

Positive environmental impact on carbon emissions and water usage versus sugar

Flexible

- Liquid, Powder
- Kosher, Halal
- Global regulatory suitability
- Organic Compliant & Certified, Conventional
- TTB-approved for sweetness & mouthfeel

Relevant End Use Markets:

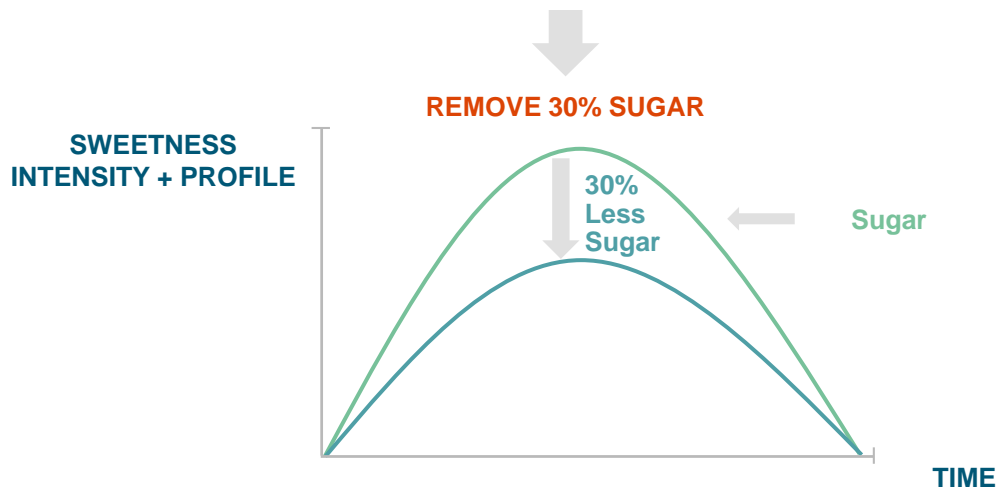
Beverages – Refreshing, Alcohol, Nutritional, TC&C | Dairy & Dairy Alternatives | Meals | Meat & Meat Alternatives | Snacks | Bakery

Sugar is much more than just a sweet perception

Sugar is not a single sensation but an overall experience. When Sugar is reduced, several things happen:



Therefore you need to find a solution that will bring back the full drinking / eating experience.



One sweet sensation or several sweet sensations?

Upfront sweetness

A very strong, immediate and short sweet taste.

Middle, main sweetness

A harmonized, round, balanced taste.

Late lingering sweetness

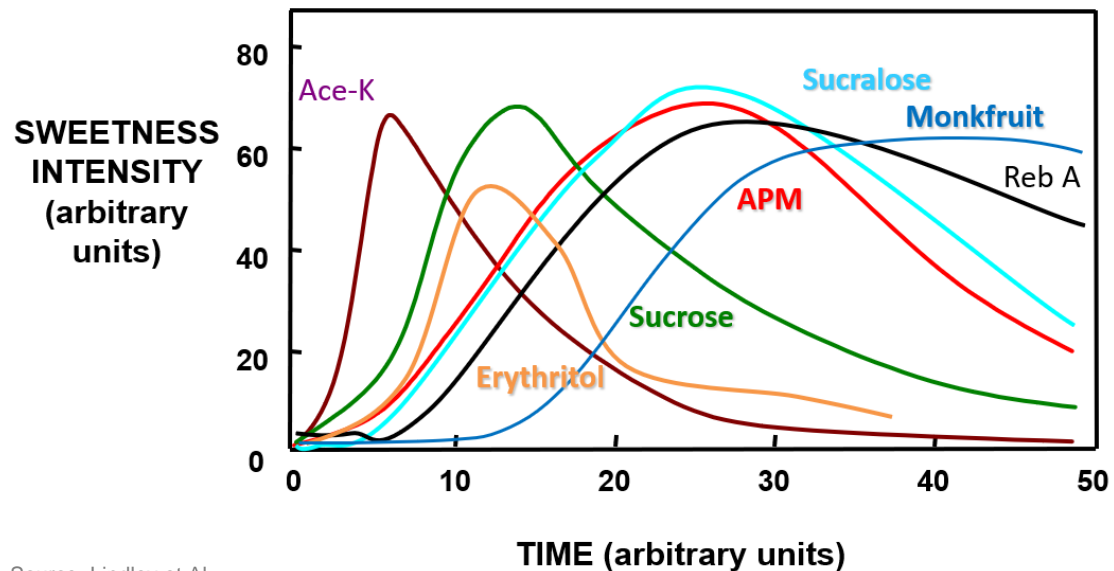
A very clean, nice lingering sweet taste.



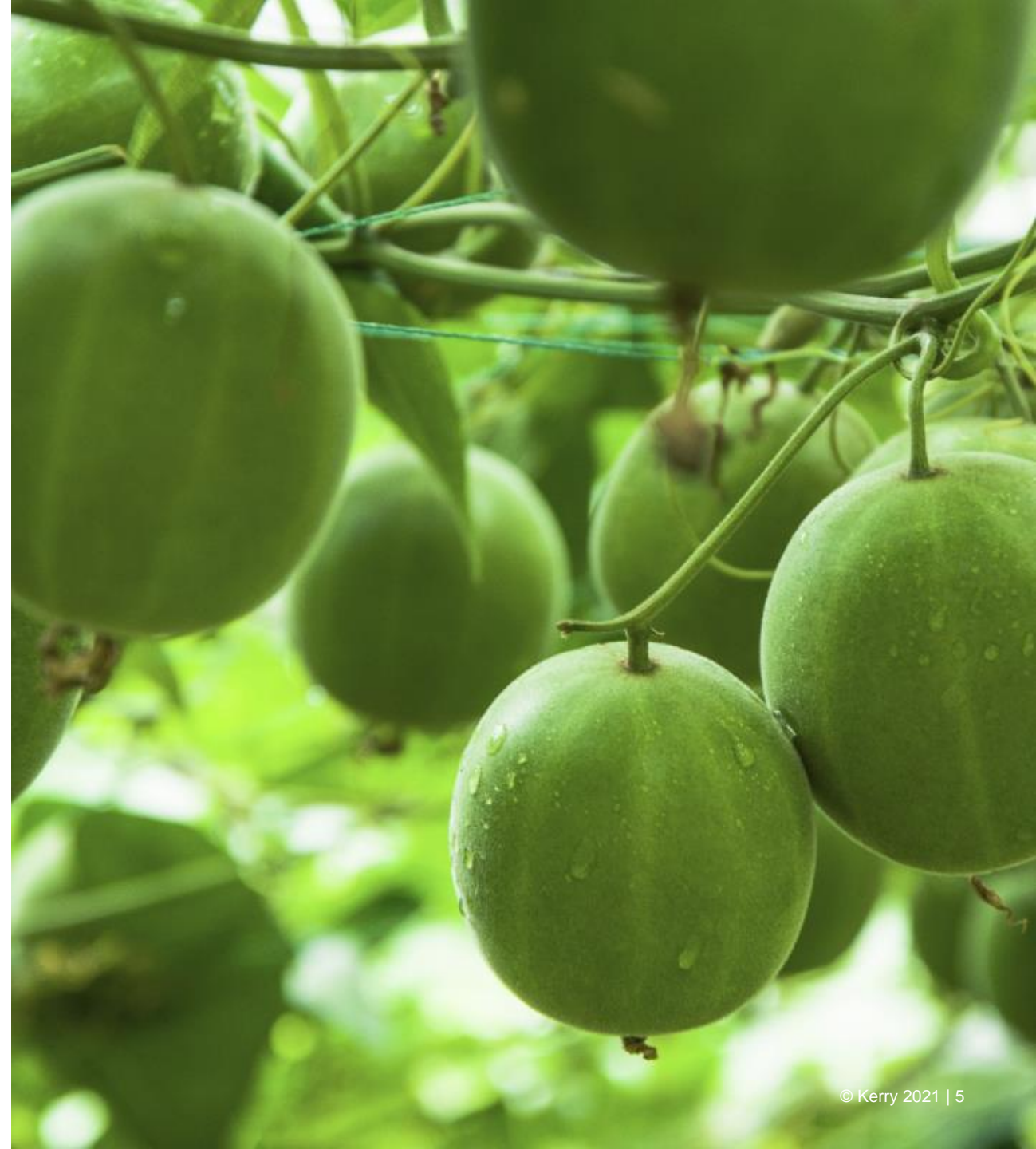
Replacing sugar is not that easy

Alternative solutions bring sweetness perception, but none of them have the same sweetness curve as sugar.

It means that when replacing sugar, you need to get a strong understanding of the products you use to develop a solution that will deliver products liked by consumers.



Source: Lindley et Al.



The Sweetness market landscape options

Sweetness landscape

Product	Artificial sweetener	Stevia	Polyol Sugars	Sweetener / Flavor	Flavors / Taste
	Ace K Sucralose Aspartame	Reb A Reb D Reb M	Erythritol Xylitol	Blends (maple, honey, agave,..)	<i>Taste Sense</i> ™
Ease of use	✓	✓	✓	✓	✓
Clean taste	✗	✗	✗	✓	✓
Clean label	✗	✓	✗	✓	✓
CIU	✓	✓	✓	✓	✓

- ✓ Qualifies
- ✓ Qualifies – depending on the matrix
- ✗ Does not qualify

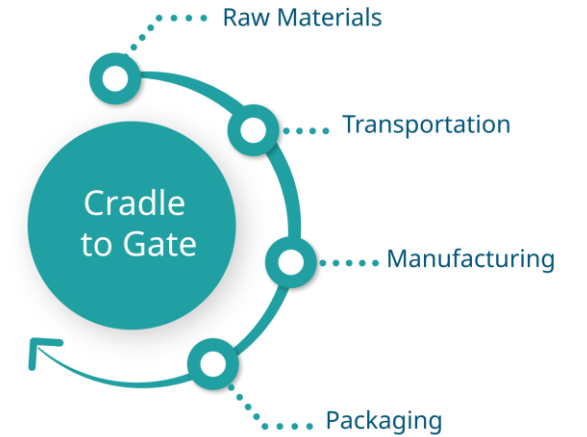
Finished product
Labelling as
“Natural Flavoring”



Tastesense™

Products for a better life and a better planet.

An innovative range of Taste Solutions enabling sustainable nutrition



Great Taste
Up to **30% sugar**
reduction
≈30% calories
reduction

≈20% carbon
emissions reduction
≈30% water use
reduction