



Green Foods Asia Co.,Ltd.

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" Natural Sweetener : The Next Generation "

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AGENDA

-  How we classify sweeteners
-  Zero-Calorie Sweeteners
-  The Next Generation of Natural Sweeteners
-  Stevia Sweetener
-  Global Demand



How we classify sweeteners :

- High-Calorie Sweeteners
- Low-Calorie Sweeteners
- Zero-Calorie Sweeteners





High-Calorie Sweeteners : Sucrose, Fructose, Honey, Corn Syrup etc.

- 🍃 Encourage Weight Gain
- 🍃 Promote Tooth Decay
- 🍃 Raise Blood Sugar Quickly

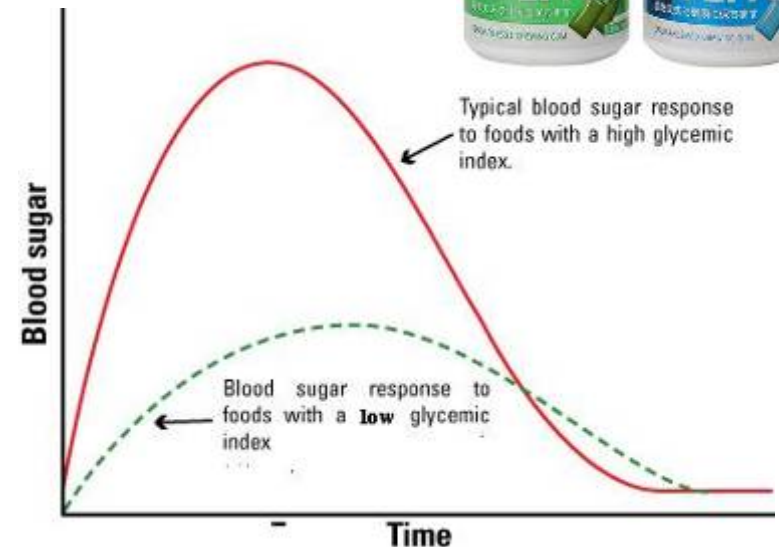
“ Even Natural but still not good ”





Low-Calorie Sweeteners : Sugar Alcohols (Xylitol, Sorbitol, Maltitol, Erythritol etc.)

- Less sweet than sugar
- Laxative effect
- Still raise blood sugar



“ Even Natural and Low-Cal but still not enough ”



Zero-Calorie Sweeteners : Saccharin, Aspartame, Acesulfame K, Sucralose, Stevia etc.

- Very High Sweetness
- Diabetic-safe
- Weight Management Tool
- Does not cause Tooth Decay



“They all look good but which one is the best”



Saccharin : such as Sweet 'N Low

- Over 100 yrs old, first zero-calorie sweetener
- Artificial, 300 times sweeter than sugar
- Metallic aftertaste
- Cause cancer in laboratory animals



“ Still questions ? ”



Aspartame : such as Equal

- Made from synthetic amino acids
- Approved in 1981
- Artificial, 200 times sweeter than sugar
- Non-Heat Stable
- Not suitable for people with phenylketonuria



“ Still questions ? ? ”



Acesulfame K : Used widely in Diet Soda

- ✔ Approved in 1988
- ✔ Artificial, 200 times sweeter than sugar
- ✔ Slightly bitter aftertaste
- ✔ Used in combination with other sweeteners



“ Still questions ? ? ? ”



Sucralose : such as Splenda

- ☛ Made from sugar under laboratory process
- ☛ Approved in 1998
- ☛ Artificial, 600 times sweeter than sugar

“ Still questions ? ? ? ? ”





Stevia or Sweet Herb :




- 100% Natural
- Stevia with rebaudioside-A(R/A) at 95% purity level or above has achieved generally recognized as status (GRAS) in USA recently
- 200-300 times sweeter than sugar
- Japan has been the largest consumer of stevia since 1970s

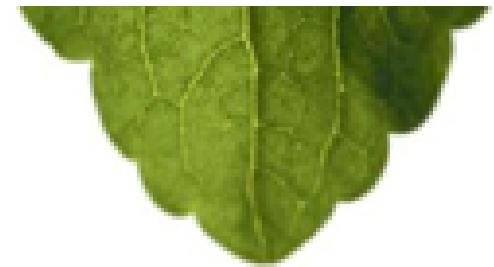


“ Yes, it’s the right one ”



The Next Generation of Natural Sweeteners :

-  100% Truly Natural
-  Very Low or Zero-Calorie
-  Safe, No Health Risks





Stevia Sweetener : Background

- Stevia Rebaudiana Bertoni – first discovered in Paraguay in early 19th century.
- In 1970s, Japanese began cultivating stevia and started using as alternative to artificial sweeteners.
- In 1995, the U.S. FDA approved the stevia extract to be sold as a dietary supplement.





Stevia Sweetener : Background

- Today, widely used as a food additive in Japan, Korea, China, Taiwan, Australia, Russia, Ukraine, India, Israel, Kazakhstan, Malaysia, Indonesia, Latin America etc.

“China is the world’s largest exporter of stevioside”





Stevia : Therapeutic Benefits Beyond Sweetness

- 🌿 Anti-hyperglycemic
- 🌿 Anti-hypertension
- 🌿 Prevent Tooth Decay
- 🌿 Digestive Aids





Stevia : Benefits to Food Manufacturers

Lower Costs on

- 🍃 Sugar Replacement
- 🍃 Transportation
- 🍃 Storage





Stevia : Limitations

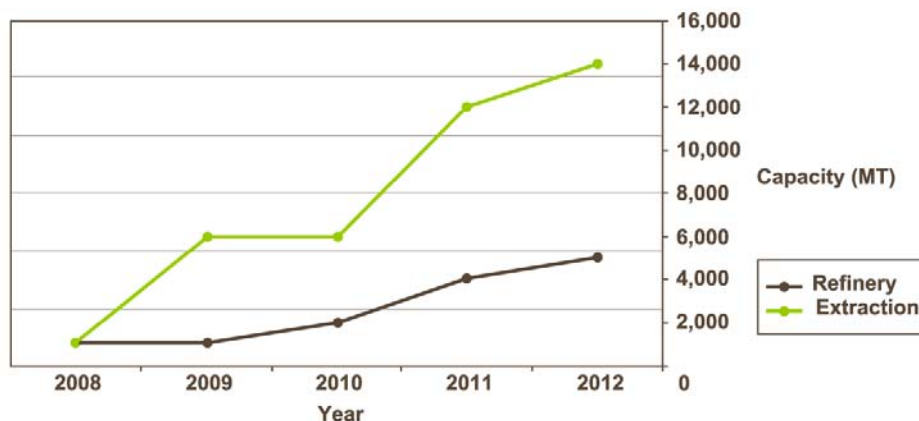
- 🍃 FDA's regulations in each countries
- 🍃 Only high purity of R.A. provides better taste
- 🍃 More expensive than artificial sweeteners





Stevia : Global Demand

- 🌿 Rapid growth of diabetic population
- 🌿 High demand of natural, low calorie sweetener as good sugar alternative
- 🌿 Growing concern over artificial sweeteners





Stevia : Big Players

☘ Pepsico was the first to launch SoBe Life Water and Tropicana 50 with Stevia sweetener in early 2009.



☘ Coca Cola recently launched Sprite Green and Odwalla Juice with Stevia sweetener.



☘ And a lot more to come...



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Stevia Sweetener is the next generation of natural sweetener



1. Who we are and what we do

- Green Foods Asia Co.,Ltd is the leading provider and pioneer of stevia sweetener in Thai market, established in early 2007.
- Through innovative technology and process we are able to come up with our first stevia product of **low-calorie and healthy sugar** made with unrefined sugar and stevioside, the extract from stevia leaves. Pls. contact greenfoodsasia@ji-net.com for more information





2. “Greensweet” Low-Calorie and Healthy Sugar

- Sugar substitute in cooking ,baking and all beverages.
- 100% Natural
- 2 times sweeter than sugar offering 50% less calories.
- Heat stable, great for baking (up to 220c)
- For type 2 diabetic, weight-watcher and health-conscious





3. The Market



- Market sizes in combination of 600 mio.baht p.a. high intensity sweeteners and 30,000 mio.baht p.a. sugar consumption.
- Increasing focus on Natural, Wellbeing, Diabetes.
- Growing concerns over artificial sweeteners.



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The End