

**Aspartame-free sweeteners on the rise –
Doehler MultiSweet® Plus offers sweet
alternatives with balanced sensory profiles!**

Around 12,000 new products with “reduced-sugar” or “sugar-free” claims are introduced to the global food and beverages market every year, and this figure is set to rise even further. Although they are not harmful to health, some sweeteners such as aspartame and cyclamate receive a negative press and are only reluctantly accepted by consumers. Doehler offers innovative sweetening systems under its MultiSweet® Plus brand, including a series of alternatives that allow aspartame and cyclamate to be replaced. One of these is advantame – a sweetener that has only recently been approved in Europe. Depending on the application, it is up to 20,000 times sweeter than sugar and 100 times sweeter than aspartame, as well as being characterised by a particularly balanced sweetness profile. In contrast to aspartame, products with advantame do not have to be labelled as a source of phenylalanine. This is particularly important for consumers suffering from the metabolic disorder phenylketonuria, who have to maintain a low-phenylalanine diet. The EFSA gave the go-ahead for the aspartame derivative back in July 2013.

Besides advantame, Doehler's portfolio also includes other aspartame-free sweetening systems, such as those based on neotame, sucralose and acesulfame K. The company also offers a sweetening system with a natural origin – MultiSweet® Stevia. The sweetening stevioglycosides it contains are extracted from the leaves of the stevia plant.



Because the sweeteners all display varying sensory behaviours in different foods and beverages, Doehler customises each sweetener to the individual requirements of the customer formulas and develops application-specific combinations of various sweetening components. The sweeteners' taste profiles can also be improved using special flavour technologies such as Doehler's sweetness improving technology (SIT). With its sweetening solutions, Doehler supports its customers in the food and beverage industry in meeting consumer demands for "perfect indulgence with no regrets".

* 2013 source: Doehler Market Research

About Doehler (Döhler):

Doehler (www.doehler.com) is a global producer, marketer and provider of technology-based natural ingredients, ingredient systems and integrated solutions for the food and beverage industry. Doehler's integrated approach and the broad product portfolio are the optimal basis for innovative and safe food & beverage applications. The product portfolio ranges from flavours, colours, health & nutrition ingredients, cereal ingredients, dairy ingredients, speciality ingredients, fruit & vegetable ingredients to ingredient systems.

Headquartered in Darmstadt/Germany Doehler has 23 production sites, 48 sales offices and application centres as well as sales activities in over 130 countries. More than 3,500 dedicated employees provide our customers with fully integrated food & beverage solutions from concept to realisation.

"WE BRING IDEAS TO LIFE." briefly describes Doehler's holistic and strategic approach to innovation. This comprises market intelligence, trend monitoring, the

PRESS RELEASE
MultiSweet® Plus - Advantame
26.08.2014



development of innovative products and product applications, advice on food safety and microbiology, food law as well as Sensory & Consumer Science.

For further information:

Doehler GmbH
Riedstraße 7-9
64295 Darmstadt / Germany
www.doehler.com

Diana Wolfstädter (PR)
Phone +49 6151 306-1205
Fax +49 6151 306-8205
diana.wolfstaedter@doehler.com