Sweet innovations in stevia-based sweeteners
Exactly!

Getting to great sweetness isn’t easy. While stevia-based sweeteners have fast become the high-intensity sweetener favorite in the food and beverage industry, certain applications are tricky. It’s especially challenging to reach sugar-reduction targets – and achieve optimal taste and sweetness – when using stevia-based sweeteners at higher usage levels.

But Cargill has discovered the key to unlocking precision sweetness.

We used our deep knowledge of the stevia leaf, unique technology and proprietary taste prediction model to create the ViaTech™ portfolio of stevia-based sweeteners.

It’s true sweetness. A clean finish. And a great taste for your most challenging reduced-calorie applications.

ViaTech™ stevia-based sweeteners bring optimal taste and sweetness to your reduced- and zero-calorie formulations. And isn’t that exactly what your consumers crave?
See how ViaTech™ stevia-based sweeteners deliver great taste
Get to great taste with ViaTech™ stevia-based sweeteners

Food and beverage manufacturers face a bitter trade-off.

Great taste is the #1 driver of consumer food and beverage purchases. But achieving great taste in reduced- and zero-calorie applications can be difficult. While the emergence of stevia-based sweeteners opened the door for new product innovation, formulators often face challenges when using stevia-based sweeteners at higher usage levels.

The ViaTech™ portfolio of great tasting, stevia-based ingredients helps you achieve optimal sweetness with sugar reduction of more than 50 percent in the most challenging reduced- and zero-calorie applications – like carbonated soft drinks.

Overall quality rating of lemon lime CSD sweetened with RA95 versus ViaTech™ TS300+

![Graph showing overall quality scores for lemon lime CSD sweetened with RA95 and ViaTech™ TS300+ at different sugar reduction levels.]

Source: Cargill internal data
A clean, sweet taste at high-use levels

Few manufacturers have deep knowledge of the steviol glycosides and the development capabilities needed to find better-tasting solutions. But Cargill does.*

Quantitative descriptive analysis results

RA95 versus ViaTech™ TS300+ (500 ppm in water)

ViaTech™ TS300+ significantly reduces bitterness compared to RA95 at higher usage levels, overcoming undesirable off-notes.

* To develop stevia-based sweeteners with just the right sweetness and taste, Cargill food scientists spent more than 150,000 hours studying how steviol glycosides (the sweet components of the stevia leaf) act in isolation and in combination – at a molecular and sensory level.  

Source: Cargill internal data
Our new ViaTech™ portfolio of high-performance stevia-based sweeteners delivers optimal sweetness from the stevia leaf, for reduced- to zero-calorie products in more challenging applications. That’s true innovation, from the makers of Truvia® brand sweeteners.

Tasting is believing. 
Sample ViaTech™ products for yourself.
Cargill’s stevia-based innovations become your competitive advantage

Cargill delivers sweetness with a previously unknown precision through its ViaTech™ products. We do it by harnessing our:

- Deep knowledge of stevia leaf composition and steviol glycosides.
- Proprietary taste-prediction model.
- Unique technologies for extracting and purifying steviol glycosides.

The Sweetness Pyramid

Steviol glycosides interact in unique and surprising ways. This pyramid is an example of a three-way combination of steviol glycosides. Warm-colored regions represent areas of sweetness synergy while cool-colored regions represent reduced sweetness (or antagonism). Regions of synergy and antagonism are just a fraction away from each other, with small alterations having a big impact on the difference between sweet and bitter. Cargill captures great taste through precision in how it brings together a variety of steviol glycosides to create the ViaTech™ ingredient portfolio.

Source: Cargill internal data
Predicting great taste

Cargill's proprietary taste-prediction model for stevia-based sweeteners predicts optimal combinations of steviol glycosides for delivering great taste. Our continuous innovation can help you create winning reduced- and zero-calorie products for a true competitive advantage.

To learn more about Cargill's innovation advantage, contact your Cargill representative today.
Minding your cost-in-use

Cargill ViaTech™ stevia-based sweeteners deliver great tasting, reduced-calorie solutions with a sensible cost-in-use and the assurance of reliable supply.

Your responsible sourcing, reliable supply partner.

• ViaTech™ product developers understand your cost-in-use goals.
• Sales and technical service experts work to your total formulation cost requirements.
• Great-tasting ViaTech™ stevia-based sweeteners can reduce the need for expensive masking agents and modifiers.

We can help you make well-informed choices from our complete portfolio of stevia-based sweeteners.

Consult your Cargill sales representative about your product development goals today.
The right stevia-based sweetener for every product application

The broad Cargill portfolio of stevia-based sweeteners can help you create great-tasting, reduced- and zero-calorie formulations — from tabletop sweeteners to the most challenging applications, such as carbonated soft drinks.
We’ll help you make the right choice

Let Cargill be your sweetener guide. We’ll recommend the right ingredients to balance best taste and cost performance.

### Taste/cost optimization

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★ Recommended for Good Taste/Cost Performance
▲ Recommended for Best Taste/Cost Performance

Source: Cargill internal data

To learn more about Cargill’s innovation advantage, contact your Cargill representative today.
A readily available supply

ViaTech™ stevia-based sweeteners harness the power of unique steviol glycoside interactions to deliver optimal taste and sweetness. Our approach means that you don’t have to rely on expensive alternatives to reach your product development objectives.

When you partner with Cargill, you can count on predictability, consistency and quality — at every step in your supply chain.

That's how we do business around the world.

- Rest assured of ethical manufacturing practices: Cargill’s manufacturing facilities are part of SEDEX, the Supplier Ethical Database.
- Partner with experience: Cargill offers 148 years’ expertise in supplying food ingredients. Cargill is a partner you can depend on to supply consistently safe, high-quality ingredients – and trust to uphold your brand standards, everywhere you do business.

Ask your Cargill sales representative how our sourcing and supply practices can help your business thrive.
Tasting is believing

The best way to appreciate the great taste of ViaTech™ stevia-based sweeteners is by tasting them. Your Cargill sales representative will be pleased to assist with your sample request.

Contact your Cargill sales representative today for a ViaTech™ sample.

Discover how Cargill’s newest sweetener innovation can help your business thrive.

Tasting is believing.
Sample ViaTech™ products for yourself.
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