



Sweet
innovations in
stevia-based
sweeteners



Precision sweetness from the stevia leaf?

Exactly!

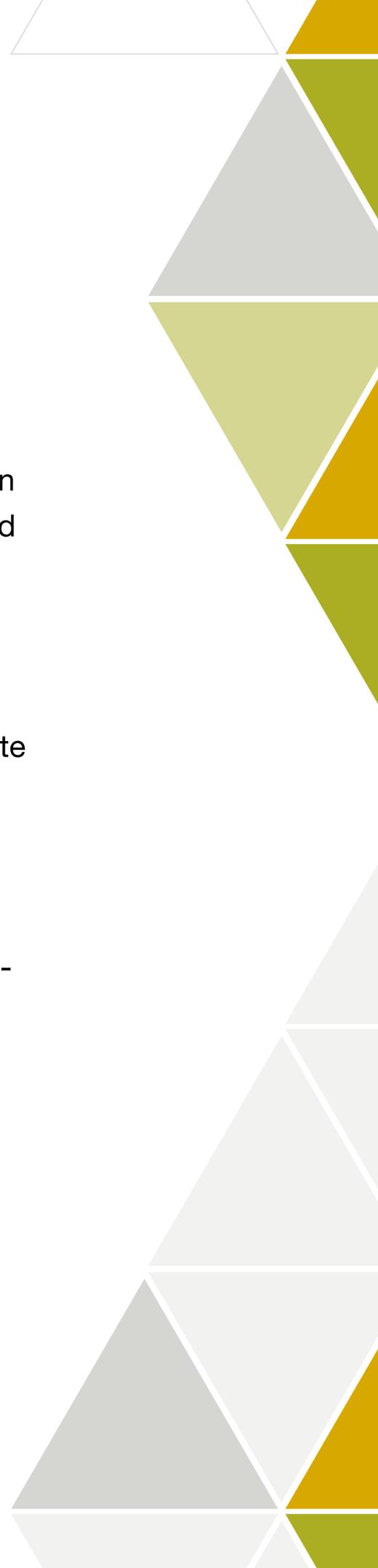
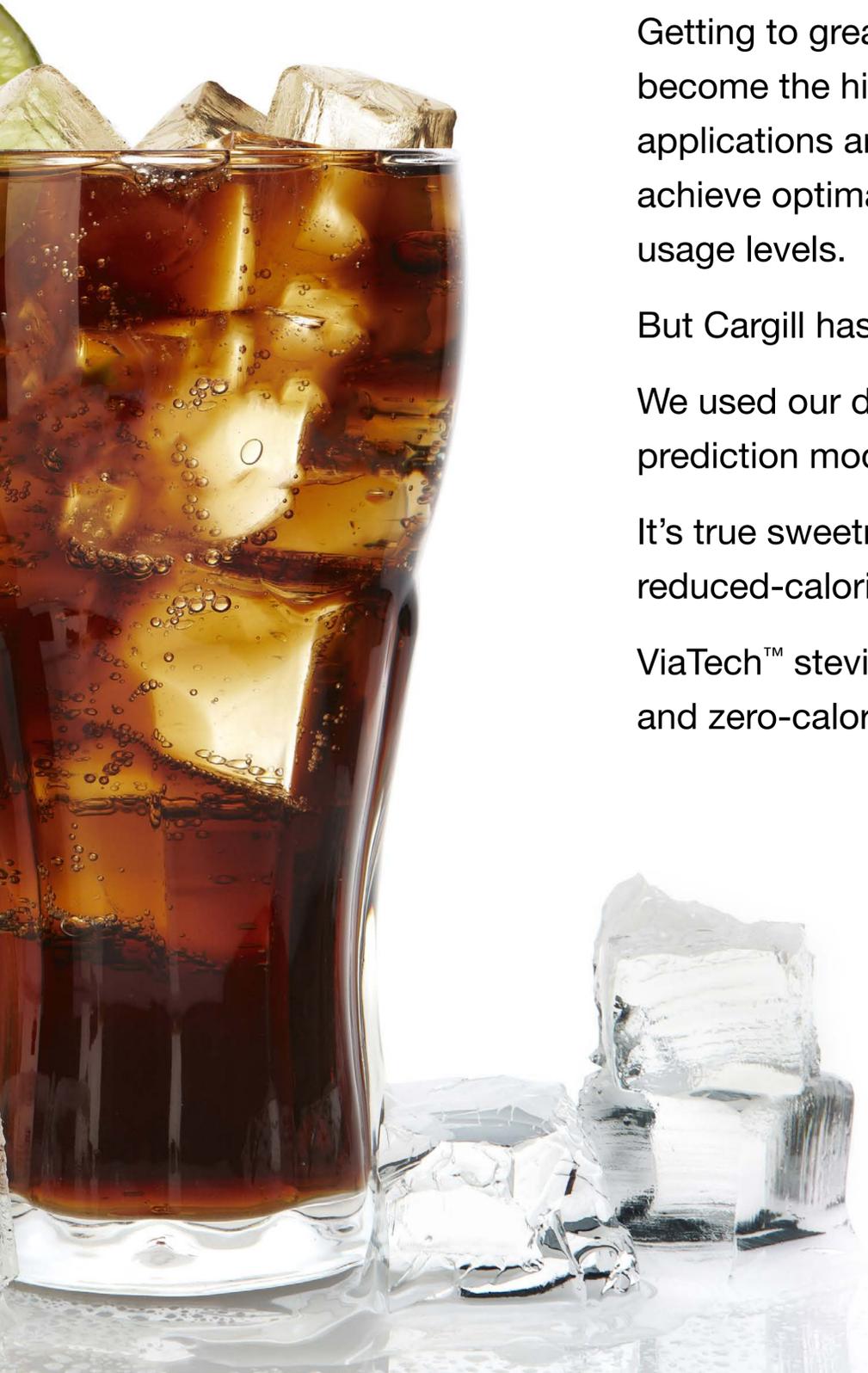
Getting to great sweetness isn't easy. While stevia-based sweeteners have fast become the high-intensity sweetener favorite in the food and beverage industry, certain applications are tricky. It's especially challenging to reach sugar-reduction targets – and achieve optimal taste and sweetness – when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



[Click to select a section](#)



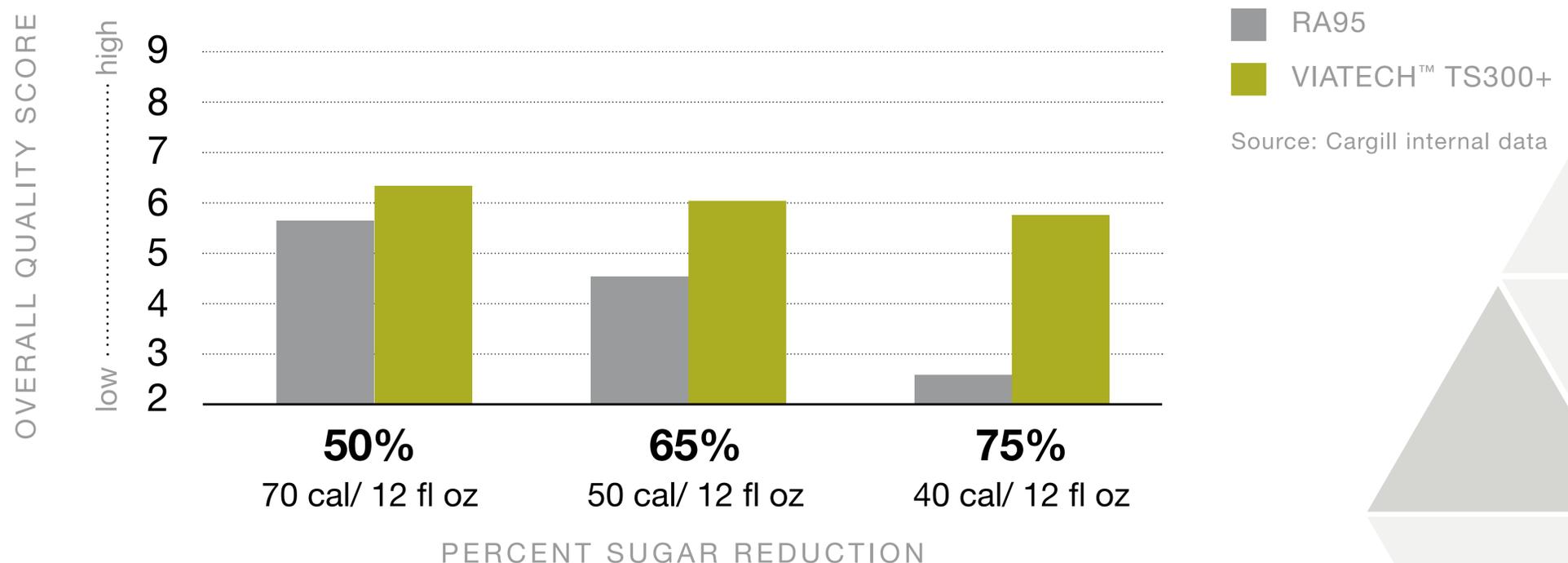
Get to great taste with ViaTech™ stevia-based sweeteners

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+





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.***

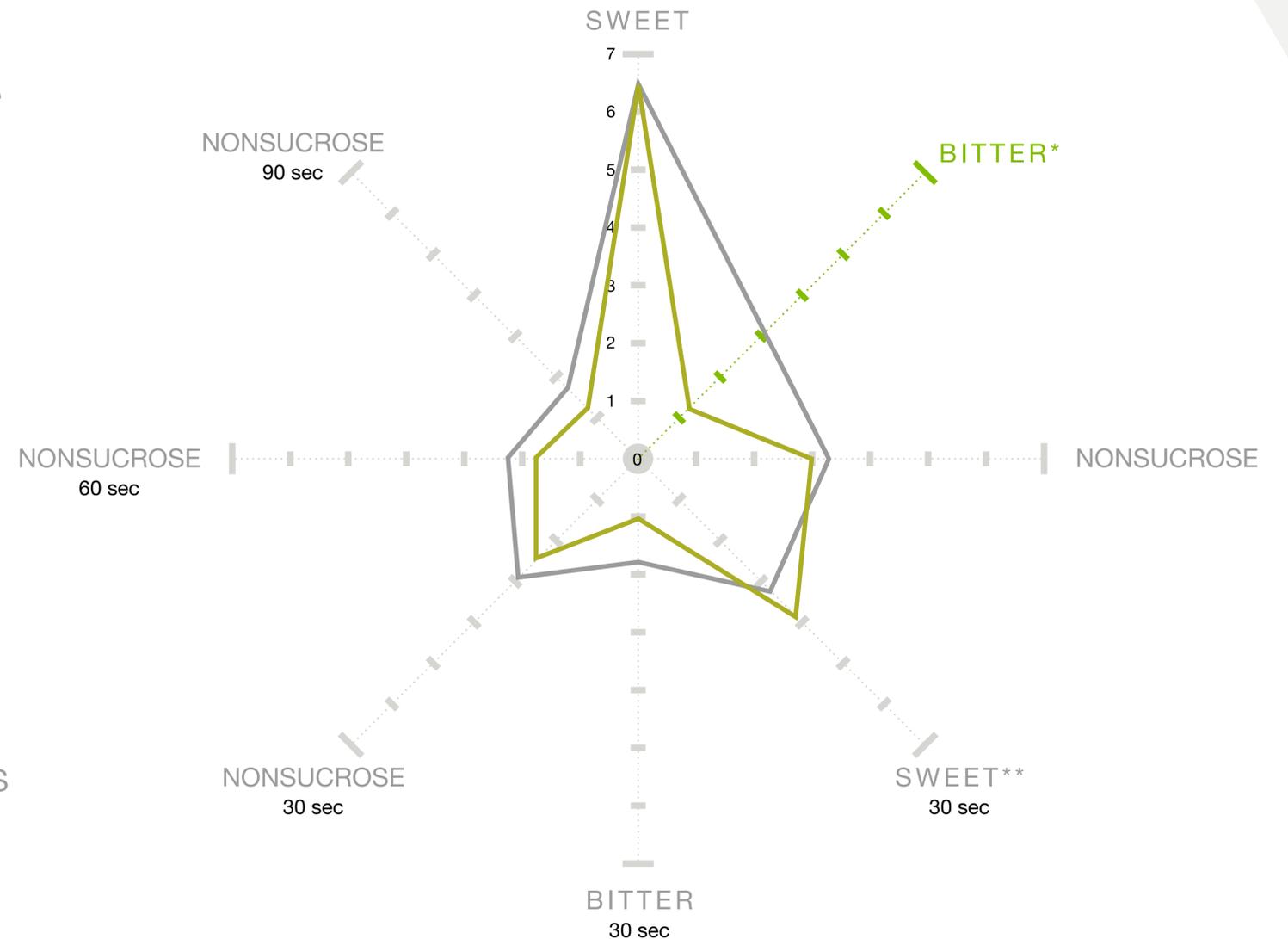
Quantitative descriptive analysis results

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

■ RA95
■ VIATECH™ TS300+

* SIGNIFICANT DIFFERENCES
** DIRECTIONAL DIFFERENCES

Source: Cargill internal data



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.



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.



Cargill's stevia-based innovations become your competitive advantage

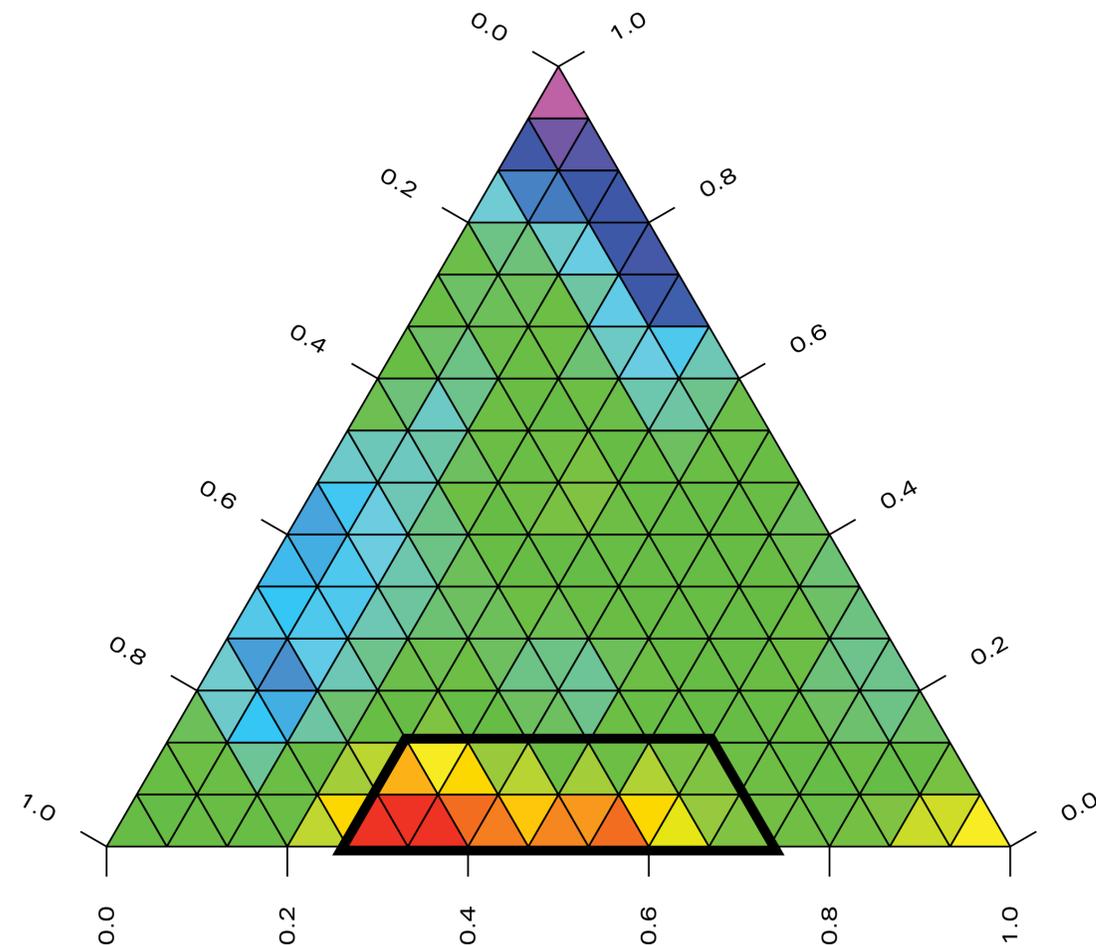


Cargill delivers sweetness with a previously unknown precision through its ViaTech™ products. We do it by harnessing our:

- 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.



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.



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.



RA50 RA80 RA95



TS300+ TS400+ TS900 TS1200



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

	<3% SE		3-6% SE		>6% SE	
	Taste	Cost	Taste	Cost	Taste	Cost
TS300+	★		★	★	▲	▲
RA80	★	★	★	▲		
RA95	★		★			
RA50	★	▲				

SE=SWEETNESS EQUIVALENT

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

Source: Cargill internal data



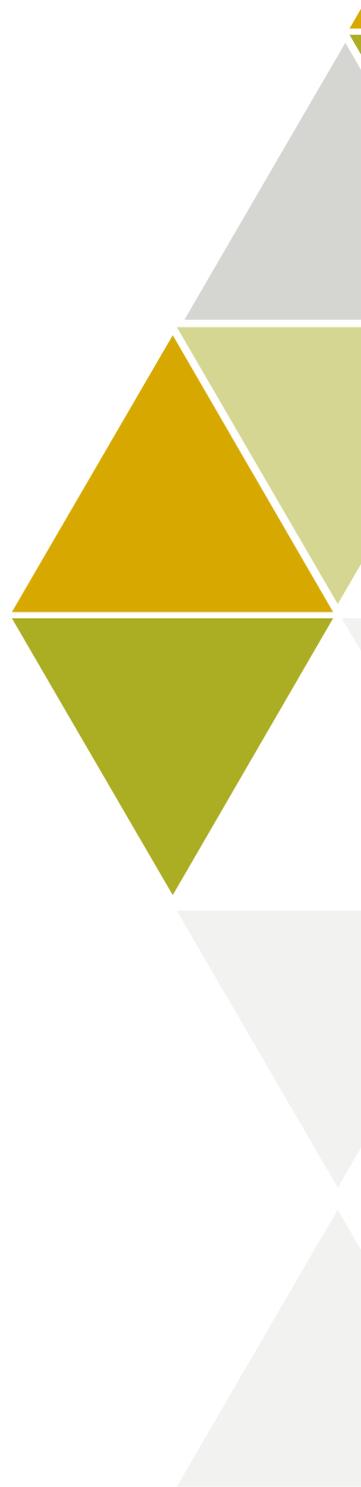
A readily available supply

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.



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.

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





Cargill Corn Milling
15407 McGinty Road West, MS 110
Wayzata, MN 55391

Phone: 866-456-8872

www.cargillfoods.com/viatech

www.cargill.com

THE INFORMATION CONTAINED HEREIN IS BELIEVED TO BE TRUE AND CORRECT UNDER US LAW. ALL STATEMENTS, RECOMMENDATIONS OR SUGGESTIONS ARE MADE WITHOUT GUARANTEE, EXPRESS OR IMPLIED, AND ARE SUBJECT TO CHANGE WITHOUT NOTICE. WE DISCLAIM ALL WARRANTIES, EXPRESS OR IMPLIED, INCLUDING ANY WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND FREEDOM FROM INFRINGEMENT AND DISCLAIM ALL LIABILITY IN CONNECTION WITH THE USE OF THE PRODUCTS OR INFORMATION CONTAINED HEREIN.

© 2014, Cargill, Incorporated. All Rights Reserved.
Truvia® and the Truvia® logo are registered trademarks of The Truvia Company LLC.

CMNA-VIATECH-314