

New labeling for steviol glycosides

In effect as of August 3, 2021



The currently authorized food additive 'steviol glycosides (E 960)' should be renamed to 'steviol glycosides from Stevia (E 960a)'.*

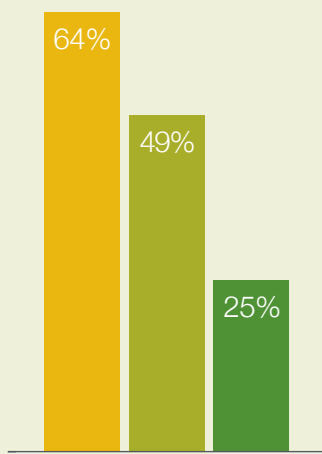


Good news for manufacturers producing food & beverages with stevia!

Cargill IngredienTracker™** shows that consumers have lower familiarity with steviol glycosides. By bringing the familiarity and understanding of **stevia** to the full ingredient labeling '**steviol glycosides from Stevia**' consumers can now better understand the ingredient and its botanical origin.

CONSUMER PERCEPTIONS

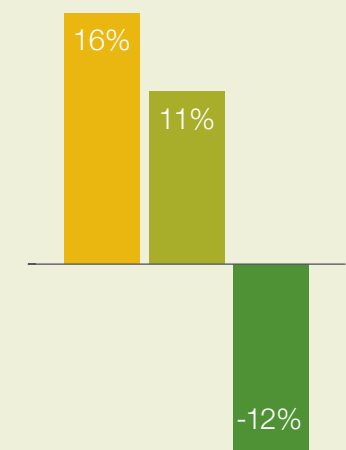
Familiarity (Top 2 Box)



Health Perceptions (Net)



Purchase Impact (Net)



■ STEVIA
 ■ STEVIA LEAF EXTRACT
 ■ STEVIOLE GLYCOSIDES

WHY? Stevia is a plant (specifically, a member of the chrysanthemum family) native to portions of northeastern Paraguay. The stevia plant contains sweet components called steviol glycosides that are up to 300 times sweeter than sugar.

Stevia

General term used to refer to the plant and commercially to food uses of *Stevia rebaudiana* Bertoni (botanical name).



Steviol glycosides

Sweet tasting components in leaves of the stevia plant. The leaf contains at least 10 unique steviol glycosides including rebaudioside A, stevioside, and rebaudioside C.



WANT TO KNOW MORE?

- [Read more on the new regulation](#)
- [Read more on stevia](#)
- [Discover our portfolio:](#)



Truvia® Stevia Leaf Extract



ViaTech® Stevia Leaf Extract

- [Contact us for more information](#)

* COMMISSION REGULATION (EU) 2021/1156 of 13 July 2021 amending Annex II to Regulation (EC) No 1333/2008 of the European Parliament and of the Council and the Annex to Commission Regulation (EU) No 231/2012 as regards steviol glycosides (E 960) and rebaudioside M produced via enzyme modification of steviol glycosides from Stevia

** Cargill proprietary research (2021) with consumers in 6 markets in Europe to understand consumer familiarity and awareness with over 150 ingredients.