



Tapping into Natural Sweetness with CocoSweet+

A dancer learns to step, change, glide and shuffle in turn to the music. Not unlike the product developer whose partner leads from the rhythm of the marketplace, weaving between marketing directives and consumer trends. Currently, the call for reduced sugar is reaching a crescendo just as the tempo for clean label ingredients is accelerating. In the R&D lab, the food scientist must find the bridge between consumers' palate for sweetness and their desire for natural sweeteners. It's impossible to find a single ingredient to provide the sensory experience of sugar, but a well-stocked pantry may hold the ingredients that, when orchestrally combined, will provide the exact flavor notes.

CocoSweet+ is a new player that offers golden sweetness that is twice as sweet as sugar with a slight hint of caramel.

Coconut sugar is the base ingredient. Like maple syrup, it is harvested by tapping the coconut tree. Sap comes from the flowers. Heating this coconut syrup evaporates the water, ultimately leaving sweet, honey-colored crystals with a flavor reminiscent of brown sugar. Infusing these crystals with high grade water extracted stevia doubles the sweetness, making it ideal for reduced sugar applications. The optimum blend of these two natural sweeteners delivers a mouthfeel comparable to sugar while eliminating any off-notes from stevia.

Even the purest stevia extracts may have a slight licorice aftertaste because there isn't a single compound that conveys sweetness. There are numerous steviol glycosides present in the leaves of the stevia rebaudiana Bertoni plant. Two of these, Stevioside and Rebaudioside A (Reb A), are the most desirable. The proportion of these, the presence of outliers, and the method of extraction, impacts the flavor and capacity for off-notes.

While stevia may be used alone, it is best used in combination. It is 200 to 300 times sweeter than sugar, so a very small quantity delivers powerful sweetness. A bulking agent must be used to round out the mouthfeel.

CocoSweet+ offsets the potential bitterness of high intensity sweetness with a full and clean flavor that is described by some as mildly honey-like. Plus, it plays into consumers' demand for healthier, sustainable alternative sweeteners.

A low glycemic index of 35 is one benefit of coconut sugar. Combined with stevia, the glycemic index is further reduced since lower levels of sweetener are required. A robust nutritional profile is another benefit. Coconut sugar contains vitamins B1, B2, B3, and B6. Its high mineral content includes potassium, magnesium, zinc, and iron. When compared to brown sugar, coconut sugar has 18 times the potassium, 30 times the phosphorus and over 10 times the amount of zinc. Granulated sugar is practically devoid of nutrients.

Sustainability is another point of difference. According to Scientific American, quoting the World Wildlife Fund, "Sugar has arguably had as great an impact on the environment as any other agricultural commodity." Stevia is perhaps the most popular choice, a sustainably harvested herb

from Latin America, the article continues, while pointing to coconut palm sugar as another natural sweetener. The United Nations' Food and Agriculture Organization named coconut palm sugar the most sustainable sweetener in the world in 2014. Coconut palms produce an average of 50-70% more sugar per acre than sugar cane. The trees use minimal amounts of water and fuel, especially compared to sugar cane production. They produce for about 20 years. Combining these two eco-friendly sweeteners satisfies the environmentally-conscious consumers' sweet tooth without guilt.

No matter how good the buyer feels at purchasing products that are good for their health and our planet, they will not repeat their purchase if the food doesn't deliver on flavor and texture. An article published in Journal of Food Science concluded stevia was the least accepted in bar formulations. Coconut sugar was the most accepted. The authors combined sweeteners and determined an optimum ratio of 89.9% coconut sugar, 6.1% agave, and 4% stevia in a granola bar. By marrying coconut sugar and stevia, CocoSweet+ gives the food developer more flexibility in the dance to create clean label, reduced sugar products. Used alone, it may deliver a subtle, caramel-like sweetness. Its ability to play well with other sweeteners adds synergies and unmatched complexities.

CocoSweet+ works quite well in beverages and is excellent in baked goods such as cookies, sweet baked goods and biscuits. Its mild caramel flavor and ability to build viscosity pairs well with flavored dairy, teas, and chai.

CocoSweet+ is available in 25KG poly lined boxes and 1000 KG totes. For more information and samples, please contact sales@steviva.com, call 310-455-9876 or visit <http://www.stevivaingredients.com/products/monk-fruit-stevia-sweetener/>.

Steviva Ingredients works with manufactures to create custom sweetening solutions of all particle sizes that function as a plugin to replace sucrose, 10x sugar, invert sugar and high fructose corn syrup. When you collaborate with Steviva Ingredients you can be assured of chemical-free processing, 100% natural products, clean label ingredients, GMO-free, gluten-free diabetic safe and kosher.

Since 1999 Steviva Ingredients has been a leading global ingredient supplier of: SteviaSweet RA98 – highly purified 98% minimum Rebaudioside A, available in both conventional and organic, SteviaSweet 95-60 – Optimized ratio of steviol glycosides available in both conventional and organic, Steviva Blend – 2x drop in replacement for sucrose, Steviva Blend 100 mesh – replaces 10X powdered sugar, Fructevia – stevia fortified crystalline fructose, Erysweet Non-GMO erythritol, Erysweet100 Non-GMO erythritol 100 mesh, Nectevia stevia fortified agave nectar – replaces DE42 high fructose corn syrup naturally, Fructose – Non-GMO crystalline fructose, Oliggo-Fiber-Fructooligosaccharides FOS, XeroSweet xylitol, XeroSweet+ stevia fortified xylitol both 100 mesh and standard particle size and MonkSweet monk fruit extract.

Make Steviva Ingredients your reliable supply chain partner.

Steviva Ingredients, where sweeteners come naturally.

1. *Sugar vs. Artificial Sweeteners*, Scientific American, January 16, 2014.
(<http://www.scientificamerican.com/article/sugar-vs-artificial-sweeteners>),

2. *M.F. Waldrop, C.F. Ross. Sweetener blend optimization by using mixture design methodology and the electric tongue. Journal of Food Science (2014); 79(9): S1782-94.*