

BraziliaSweet ^{RA95}

BraziliaSweet RA95
Rebaudioside A stevia extract



Let's make life
a little sweeter ...

... with naturally derived
Americas-based
Reb A stevia extract



What is stevia?

- ▶ Stevia is a small shrub which is a part of the chrysanthemum family. It was originally found in Paraguay and has been used for centuries by native people to sweeten tea
- ▶ Stevia leaves contain sweet components called steviol glycosides, each with a particular taste profile and sweetness intensity



Why BraziliaSweet stevia?

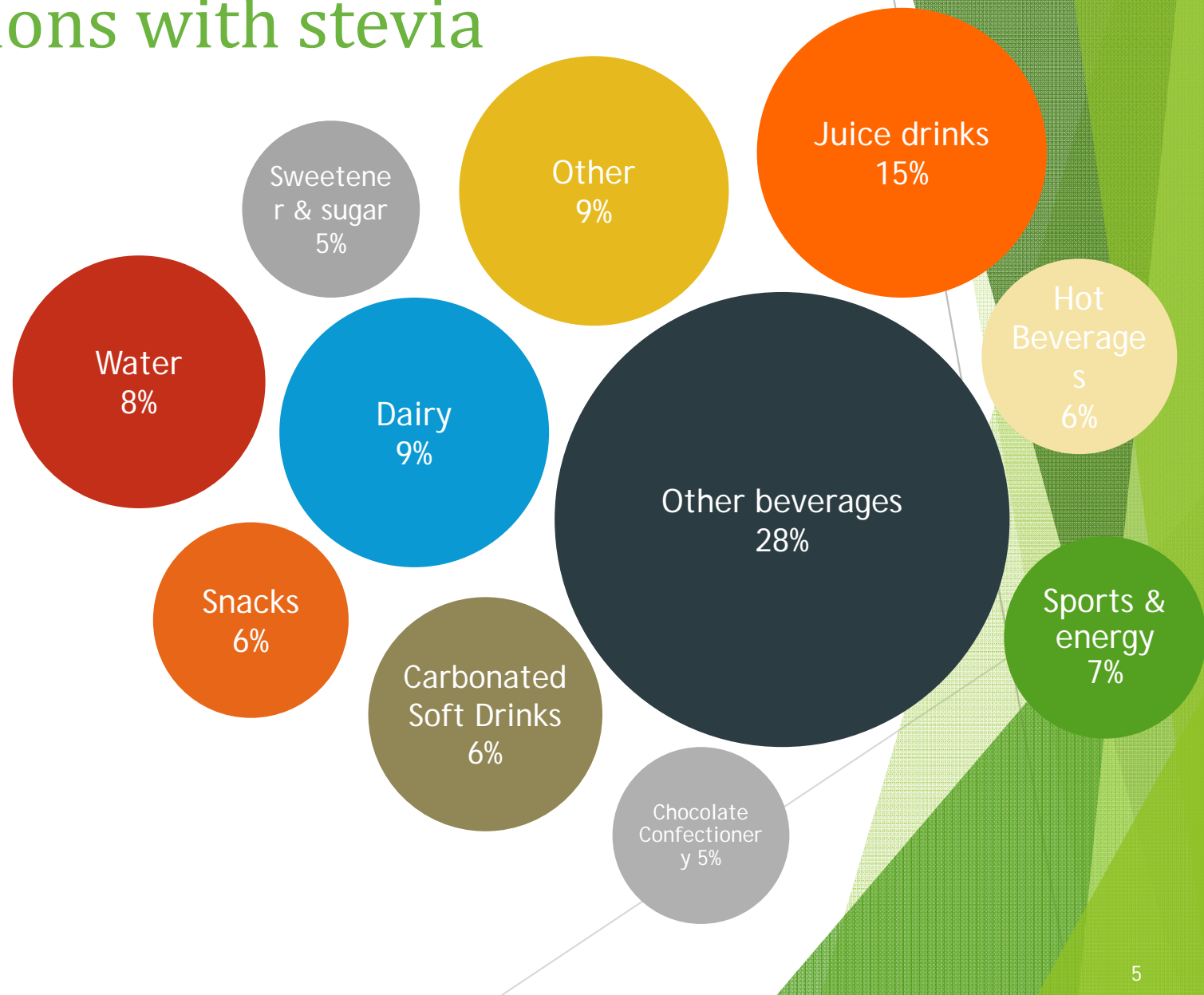
- ▶ Consumers continue to demand naturally derived reduced sugar options
 - ▶ Sugar reduction is a concern of more than 70% of Americans*
- ▶ Stevia is the perfect solution for formulators who want to be on trend and meet market need for low sugar alternatives
- ▶ Can be used in combination with caloric natural sweeteners to help drive down calories and cost
- ▶ Low glycemic load makes it safe for diabetics
- ▶ Clean label related positioning accounts for almost one-fourth of all food and beverage product launches worldwide**

Sources *2013 HealthFocus International Trend Report

**Innova Product Insights



Comparative market size of 2015 North America new product introductions with stevia

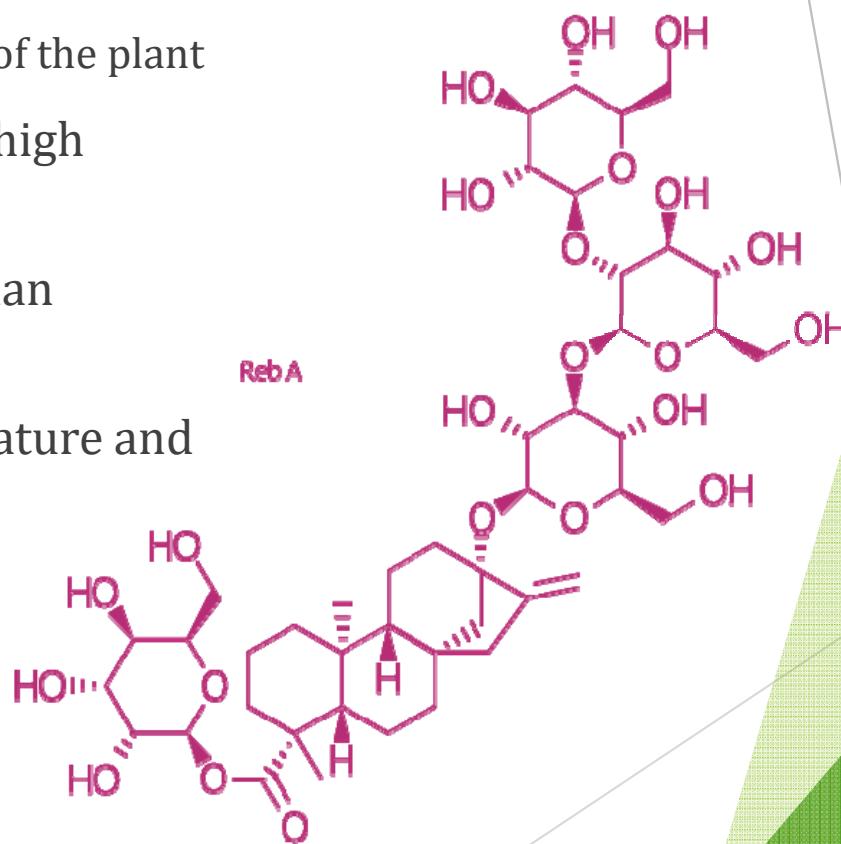


Note
Units are % of total launches excluding healthcare. "Other" includes RTD's, bakery, sauces, hot beverages, alcoholic beverages, sugar and gum and processed meat/fish

Source: Mintel GNPD

What is Reb A?

- ▶ A specific steviol glycoside extracted from the leaves of the *stevia rebaudiana bertonii* plant and purified
 - ▶ One of the sweet components of the plant
- ▶ Reb A is a natural zero-calorie, high potency sweetener
- ▶ Approximately 250x sweeter than sucrose
- ▶ Very stable under most temperature and pH conditions
- ▶ Reb A is non-cariogenic



What is BraziliaSweet® RA95 stevia extract?

Contains high Reb A
~250x as sweet as sugar

Naturally derived,
like many other
stevia-based products



Made from a single
plant variety for
superior
consistency and
quality

Has a clean
finish

Why BraziliaSweet® RA 95 Reb A stevia?

- ▶ BraziliaSweet® stevia is cultivated at a single location in Brazil
- ▶ Investments of both time and capital are made at partner farms who grow Steviva's stevia plants
 - ▶ Steviva invests in necessary capital expenditures with the farmers
 - ▶ This lowers the farmers' investment cost
 - ▶ This co-investment and farming agreement means that Steviva has full traceability of the leaves grown
 - ▶ We bring you stevia that is ethically sourced and identity-preserved



Choose Americas-based production and a sustainable supply chain

Steviva's approach includes full control of the supply chain from field to production of the final product, providing reliability and consistency





We know stevia
... from plant breeding and
ingredient manufacturing in Brazil ...
to development of winning products
with the sweetness profiles consumers
want.





Our experts will work with you to formulate and mitigate off notes inherent to formulating with stevia!



BraziliaSweet® Reb A stevia available in several grades

Product	Pack Size	Manufacture Location	Name	Pin Code	Shelf Life
Reb A Stevia 95%	2 10 kg bags in 20 kg box	Product of Brazil	BraziliaSweet® Reb A		5 years
Reb A Stevia 97%	2 10 kg bags in 20 kg box	Product of Brazil	BraziliaSweet® Reb A		5 years
Reb A TG Stevia 95%	2 10 kg bags in 20 kg box	Product of Brazil	BraziliaSweet® Reb A		2 years

Steviva has a bag label which is applied to each bag with lot codes and expiration date



... and meets required quality and system certifications

BraziliaSweet® Reb A stevia is produced at Steviva's Balsa Nova,

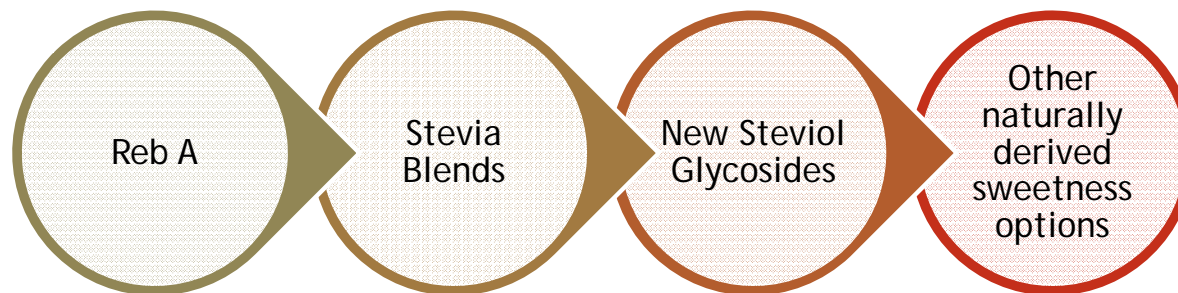
Brazil Plant

- ▶ Balsa Nova plant has the following certifications:
 - ▶ Halal
 - ▶ ISO 9001, 14001
 - ▶ FSC 22000
 - ▶ Kosher Pareve



What is Steviva Doing Today and Tomorrow?

- ▶ Steviva has invested in a pilot/lab scale plants in Portland, Oregon to assist with technological advancement of new extraction technologies
 - ▶ This includes developing the ability to extract other steviol glycosides (including B, C, D, M, N, O and others)
 - ▶ Lab and pilot scale allows for faster testing and process modeling
- ▶ We have a strong stevia development team dedicated to technical innovations
 - ▶ 16 members: nearly all with specific technical specialties and advanced degrees
 - ▶ Team leverages other technical experts globally
- ▶ Multiple purity levels will be available in Q1 2016 at >95% total steviol glycosides



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**For Samples Contact Your Steviva Ingredients Representative at
310.455.9876 or info@steviva.com**

