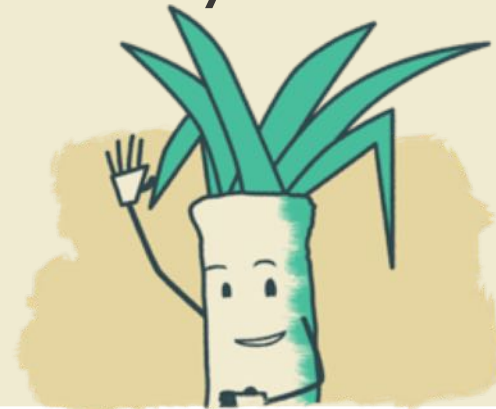


# Sugar reformulation & reduction strategies with Nucane




May 2018

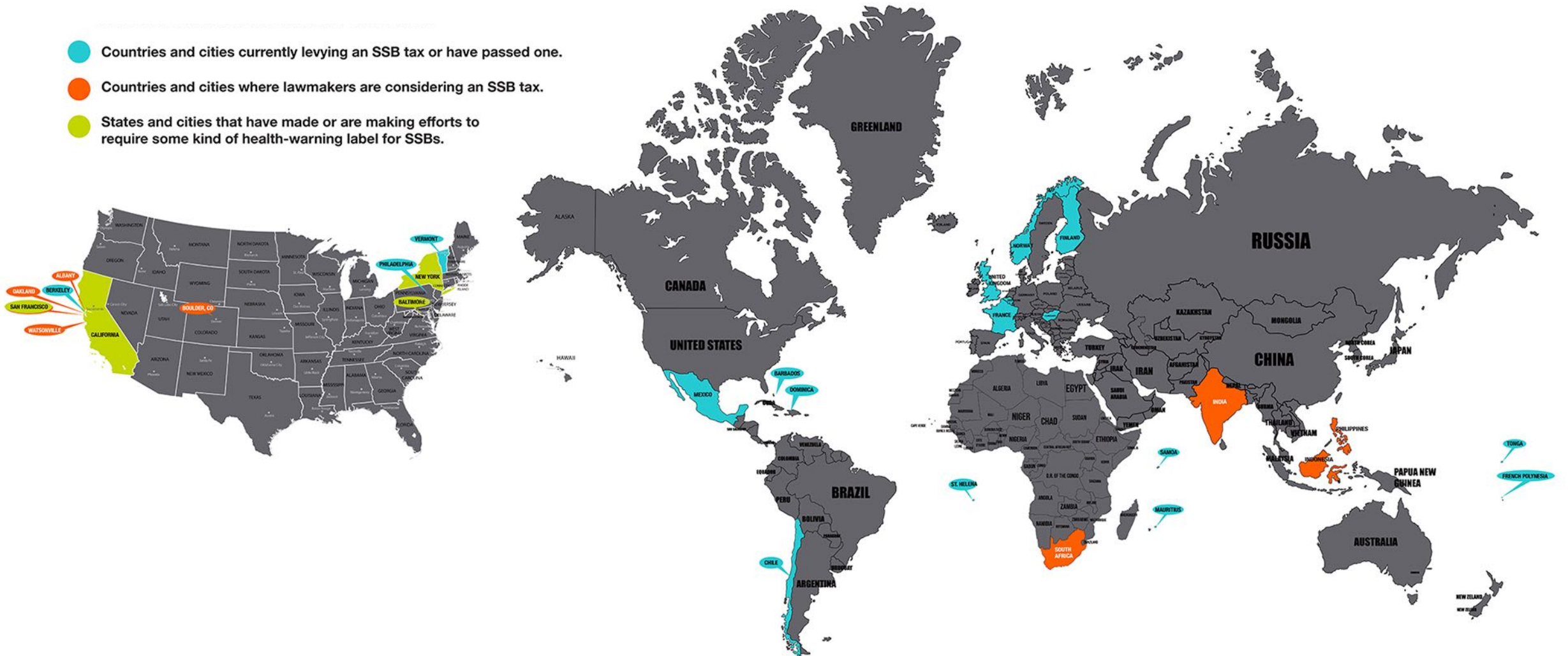




**THE WORLD URGENTLY** requires solutions to the pandemic of obesity.

# Sugar Taxes implemented globally

-  Countries and cities currently levying an SSB tax or have passed one.
-  Countries and cities where lawmakers are considering an SSB tax.
-  States and cities that have made or are making efforts to require some kind of health-warning label for SSBs.



\*Accurate at time of publication. SSB = Sugar Sweetened Beverages.

Source: Cecil AM., "A sip becomes a drag", CrossFit Journal, 2016, accessed on 15 May 18 - [http://library.crossfit.com/free/pdf/CFJ\\_2016\\_07\\_Soda-Cecil9.pdf](http://library.crossfit.com/free/pdf/CFJ_2016_07_Soda-Cecil9.pdf)

## Essential poll

The Guardian Essential Report

Paul Karp

@Paul\_Karp

Tue 16 Jan 2018 04:00 AEDT



2,688

This article is over 4 months old

# Most Australians want sugar tax on drinks – Guardian Essential poll

Bill Shorten's approval rating slumps but Labor maintains its 53% to 47% two-party preferred lead



▲ The Guardian Essential poll found 53% of the 1,038 respondents were in favour of a sugar tax on drinks, compared with 38% opposed. Photograph: Richard Levine/Corbis via Getty Images

A majority of Australians support a tax on sugar-sweetened drinks, a new poll has found.

The Guardian **Essential poll**, released on Tuesday, found 53% of the 1,038 respondents were in favour of a sugar tax on drinks, compared with 38% opposed and 10% with no opinion.

... and growing pressure to reduce sugar levels as well

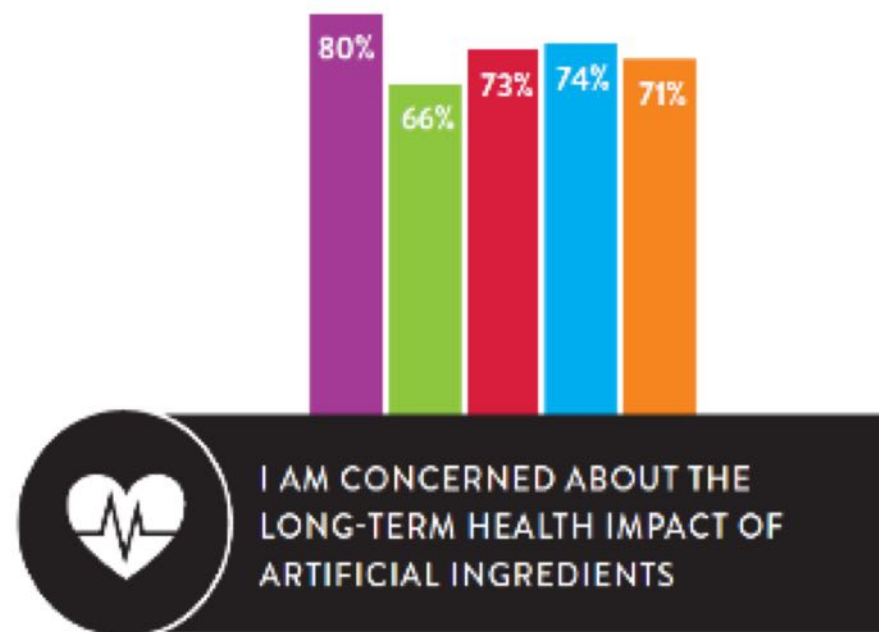
Source: Karp P., 2018, "Most Australians want sugar tax on drinks – Guardian Essential poll", The Guardian (Australia edition), accessed on 15 May 18 - [www.theguardian.com/australia-news/2018/jan/16/most-australians-want-sugar-tax-on-drinks-guardian-essential-poll](http://www.theguardian.com/australia-news/2018/jan/16/most-australians-want-sugar-tax-on-drinks-guardian-essential-poll)

# Consumers want more natural choices

## SIMPLY IRRESISTIBLE: CONSUMERS WANT STRAIGHTFORWARD SUSTENANCE

PERCENTAGE WHO STRONGLY OR SOMEWHAT AGREE WITH STATEMENT

● ASIA-PACIFIC ● EUROPE ● AFRICA/MIDDLE EAST ● LATIN AMERICA ● NORTH AMERICA



# Industry is committed to change

- Global Food companies have all announced commitments to UN SDG 3
- Sugar solutions are a key and public element of this.
- CEOs have re-dedicated their organizations and resources to creating innovation and finding solutions.



Companies Publically Committed to UN SDG Goal Three: "Ensure Healthy Lives and Promote Well Being For All At All Ages"



Unilever



Nestlé



PEPSICO

Mondelēz  
International

Kellogg's

The Coca-Cola Company

MARS  
incorporated



# Brands are looking for solutions



(Source Rabobank)

# Sugar replacement may not always be healthier

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BIOLOGY

## Artificial Sweeteners May Change Our Gut Bacteria in Dangerous Ways

Substances such as saccharin may alter the type of bacteria inside us, could lead to obesity

### Artificial sweetener sucralose worsens gut inflammation in mice with Crohn's disease

[Download PDF Copy](#)

March 15, 2018

In a study that has implications for humans with inflammatory diseases, researchers from Case Western Reserve University School of Medicine and colleagues have found that, given over a six-week period, the artificial sweetener sucralose, known by the brand name Splenda, worsens gut inflammation in mice with Crohn's-like disease, but had no substantive effect on those without the condition. Crohn's disease is an inflammatory

WELL  GOOD

GOOD SWEAT GOOD LOOKS GOOD ADVICE GOOD FOOD GOOD

## NOT-SO-SPLENDID SPLENDA MIGHT TRIGGER INFLAMMATORY SYMPTOMS IN CROHN'S DISEASE PATIENTS

GOOD ADVICE  
by TEHRENE FIRMAN, MARCH 20, 2018

[Share](#) [Tweet](#) [Pin It](#)





# U.S. FOOD CONSUMPTION AS A % OF CALORIES

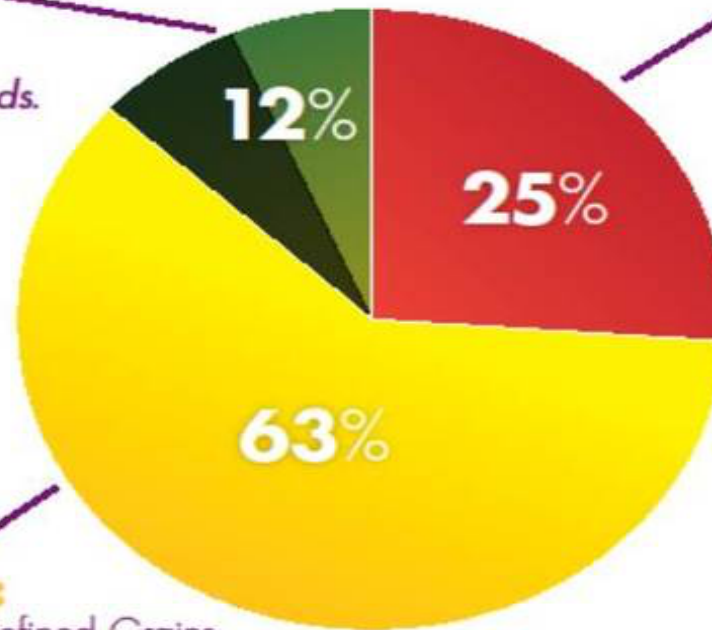
## PLANT FOOD:

Vegetables, Fruits, Legumes,  
Nuts & Seeds, Whole Grains  
**Fiber is found only in plant foods.**

**NOTE:** Up to half of this category may be processed, for example almonds in candy bars, apples in apple pies or spinach in frozen spinach soufflé, and there are healthier ways to get spinach, apples and almonds in your diet. The focus should be on whole unprocessed vegetables, fruits, legumes, nuts and seeds and whole grains.

## PROCESSED FOOD:

Added Fats & Oils, Sugars, Refined Grains



## ANIMAL FOOD:

Meat, Dairy, Eggs, Fish, Seafood  
**Cholesterol is found only in animal foods.** Animal foods are the **PRIMARY** source of saturated fat.

### GUIDE TO HEALTHY EATING:

Much easier to understand than the USDA Food Pyramid, with no food industry influence.

Eat **LESS** from the animal and processed food groups and **MORE** whole foods from the plant food group.

In general, food from the animal and processed food group contribute to disease, while **WHOLE** foods from the plant group contribute to good health.

Source: USDA Economic Research Service, 2009; [www.ers.usda.gov/publications/EIB33](http://www.ers.usda.gov/publications/EIB33); [www.ers.usda.gov/Data/FoodConsumption/FoodGuideIndex.htm#calories](http://www.ers.usda.gov/Data/FoodConsumption/FoodGuideIndex.htm#calories)

New York Coalition for Healthy School Food \* [www.healthyschoolfood.org](http://www.healthyschoolfood.org)

Special thanks to Joel Fuhrman, MD, author of *Disease Proof Your Child: Feeding Kids Right* \* Graphics by MichelleBando.com

© 2009, New York Coalition for Healthy School Food

# Over-refined sugars are linked to the crisis

## Top 5 Inflammatory Foods

PositiveMed



## Anti Inflammatory Foods FOR YOUR DIET



Source: Positive Med, 2013, "Top 8 Foods That Cause Inflammation", Accessed on 15 May 18 - <http://positivemed.com/2013/04/01/inflammatory-foods/>

Source: Breakwell W., "20 Wonderful anti-inflammatory foods", Accessed on 15 May 18 - <http://wbreakwellsolutions.com/anti-inflammatory-foods/>

# Garlic - a recognised anti-inflammatory food

Nutrient profile of unprocessed garlic:

- 62-68% Water
- **26-30% Carbohydrates (Sugar)**
- 1.5-2.1% Protein: 0.6-1.9% Amino Acids
- 0.1-0.2% Lipids: 1.5% Fibre
- 0.6-1.3% Nitrogen compounds
- 0.23-0.37% Sulfur compounds
- 0.7% Vitamins A, B1, B2, C & Nicotinamide
- 0.015% Minerals Mg, Zn, Boron, Cobalt, Ca, CU, Sn & Mb



Less processed sugarcane has  
proven health benefits...



**Jaggery**

Common in  
India & South Asia

Why are brands  
**not** using  
Non Centrifugal Sugars?

# SUGAR

is the problem -- but sugar can also be the

# SOLUTION.

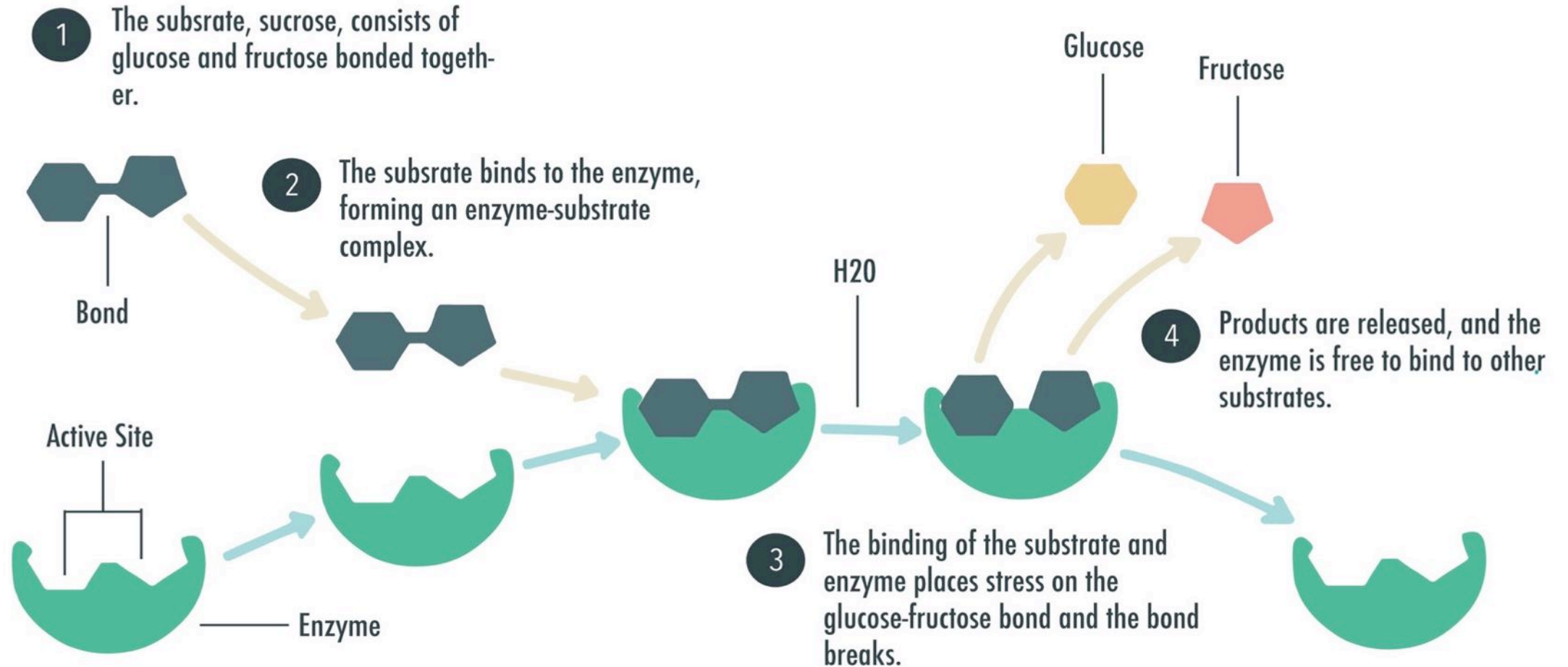




Meet **Nucane** – the healthier standard in raw sugar, reduction and innovation.

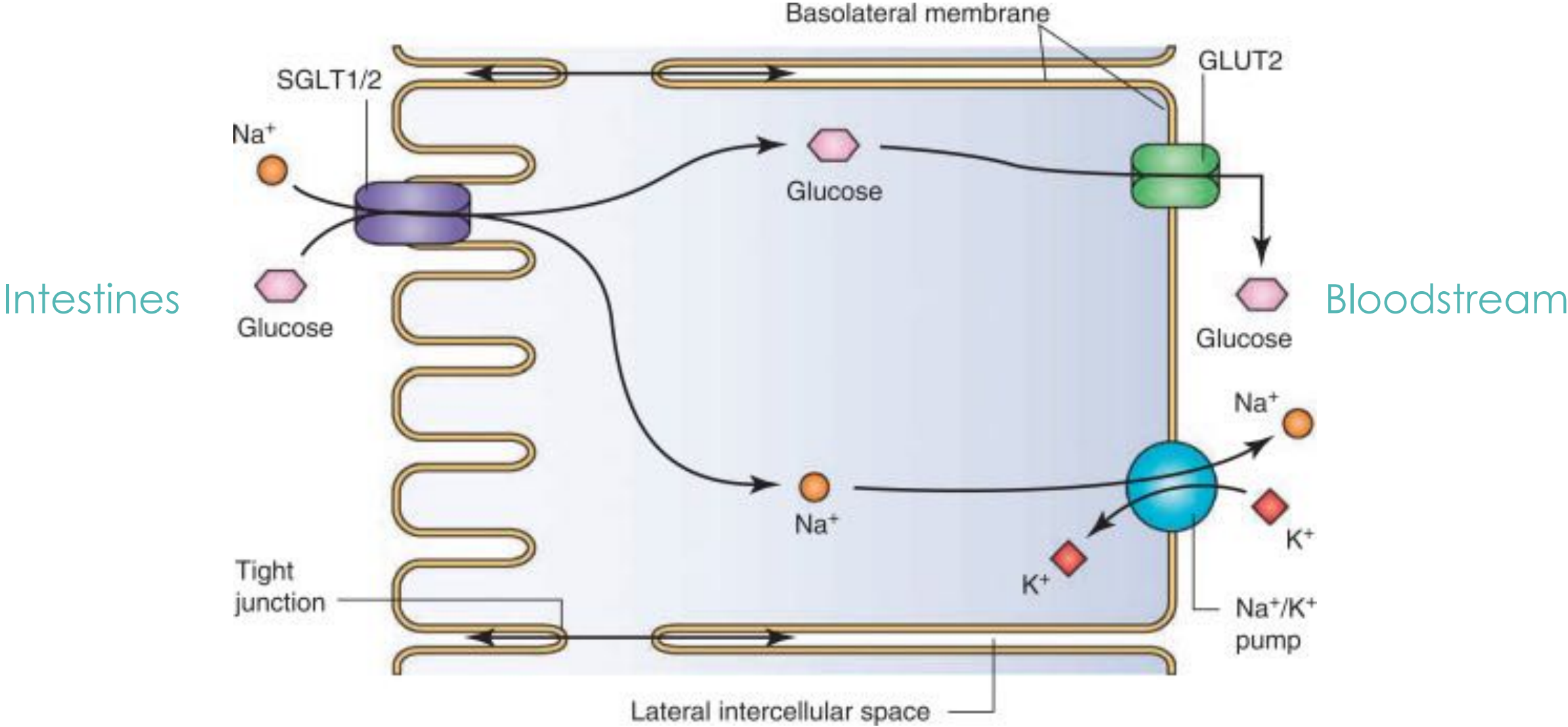
Leveraging the power of polyphenols in natural sugar cane.

# Mechanism of action: slows metabolism of sucrose





# Mechanism of action: slows transport of glucose



Source: Kwon et al. 2007 & Song et al. 2002

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# Global Awards



- Food Innovation Europe - Frankfurt (Nov 2017)



- Future Food Technology - San Francisco (Mar 2018)



- Food Industry Asia - Singapore (Apr 2018)



- Future Foods Asia Awards 2018



- Future Food Tech – London (Oct 2018)



Q&A: BIG VOICES ON  
BIG ISSUES



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## COMPANIES

# Food engineers hit the sweet spot with Nucane



Sunshine Sugar chief executive Chris Connors: 'I can see us in Australia leading the way on this and the world following'.  
Picture: Natalie Grono

*"Nucane is going to have a place in the world sugar market. There is no doubt about that"*

**Chris Connors**  
CEO of Sunshine Sugar





# JOIN US.

- Sample & trial Nucane

[ahiggs@nutritioninnovationgroup.com](mailto:ahiggs@nutritioninnovationgroup.com)  
[murray.newman@manildra.com.au](mailto:murray.newman@manildra.com.au)