

A close-up, profile view of a woman with long, wavy, reddish-brown hair drinking from a clear glass bottle of sparkling beverage. The bottle is tilted, and the liquid inside is bright red with visible bubbles. The background is a soft, out-of-focus bokeh of warm, golden light, suggesting an outdoor setting like a beach or a sunny day. The overall mood is refreshing and vibrant.

SweetTaste²

the solution to
taste success



A healthy obsession with how things taste

The SweetTaste² story

At TasteAlchemy we have a healthy obsession with how things taste. We know that taste drives consumer behaviour AND changing taste delivers competitive advantage AND we also know that taste has a big impact on consumers beverage buying habits

We also know that sweetness is a significant driver of how things “taste” and so we became equally obsessed with sweetness.

Sugar used to be the only way to deliver sweetness, then sweeteners came along – but they did not deliver like sugar did!

So we created SweetTaste² a range of flavours with modifying properties (FMPs) to help you overcome some of the challenges you face when it comes to which high intensity natural and artificial sweeteners or sweetener combinations to use.

Solving your challenges

SweetTaste² is a remarkable and unprecedented new FMP that offers manufacturers of no- and low-sugar beverages a very real commercial edge over their competitors.

Brilliant tastes are achieved by a skillful combination of ingredients that provide sweetness, texture, and more, whilst also lowering sugar content and eliminating any lingering aftertaste or undesirable flavors.

Our range of FMPs are a key part of this skillful combination.

This is truly significant. Not only is sugar becoming more and more expensive (its cost increased by 61% between August 2021 and May 2023), but sugar is also falling out of favour. In some of the more mature markets, such as Europe and the UK, sugar is becoming demonised, with social pressure and sugar taxes driving a rise in the use of high intensity sweeteners.

As sugar-based drinks continue to lose their appeal and alternative sweeteners become the new normal, taste is becoming compromised. And as taste is by far and away the category's biggest driver, offering consumers an enhanced drink experience can increase brand loyalty and customer retention.



- SweetTaste² offers manufacturers a commercial edge over their competitors.
- When incorporated into naturally or artificially sweetened carbonated and non-carbonated drinks it helps to change their overall taste profile.
- This is big news because sugar is falling out of favour and costs are rocketing.
- However, taste is the category's biggest driver.
- By making low- and no-sugar drinks tastier our FMPs can increase market share.



The solution to taste success

SweetTaste² is potent. It impacts the taste profile of high intensity natural and artificial sweeteners. This has the capacity to make SweetTaste² different to the many other FMP options in the market. .

SweetTaste² changes the off-notes of soft drinks sweetened by high intensity natural and artificial sweeteners. It works equally well with carbonated and non-carbonated beverages, as well as acidulated and non-acidulated beverages, including energy drinks.

It can be added at any stage in the manufacturing process to suit individual manufacturers needs, including adding to concentrates or syrups, or into the final RTD. SweetTaste² is viable in drinks packaged in cans, plastic or glass bottles, along with other pack formats such as kegs and tetrapak, and even dispensers.

- It changes the off-notes of high intensity natural and artificial sweeteners, such as Stevia and Sucralose.
- SweetTaste² can be used in a wide range of soft, carbonated or energy drinks.
- It is viable in every kind of packaging and drinks delivery system.
- Supports clean labelling in the EU
- Can be used in pasteurised beverages



Less sugar, no compromise on taste

You know your consumers want to buy products that are 'better-for-them' including beverages that contain less sugar but still have the same great taste as a sugar version.

This can be a challenge. Some artificial and natural sweeteners, whilst they support the move away from sugar, don't always tick the great taste box!

Our range of FMPs can be fine-tuned, so they offer you the solution you need to change some of the negative tastes associated with these alternative sweeteners.

Our team of clever chemists can work alongside your R&D and technical teams to deliver the results you need so all your ingredients work in harmony to deliver the best taste experience possible AND support a successful transition away from sugar.

Our range of FMPs:

SweetTaste²

Perfect for beverages where Stevia is the main sweetener system

SweetTaste³

Good for drinks sweetened with Sucralose, Aspartame or AceK (or a combination of these)

SweetTaste⁴

Ideal for manufacturers where sugar is the main sweetener.

Elevate the sensory experience with our FMPs

- ✓ Modulate bitter aftertastes
- ✓ Enhance mouthfeel
- ✓ High intensity artificial or natural sweeteners are more cost effective than sugar
- ✓ Healthier beverage formulation
- ✓ Can be declared as a natural flavouring

Sweet dreams are made of this

With its unique capabilities and efficacy, SweetTaste² can offer manufacturers a plethora of invaluable competitive advantages.

By changing the lingering aftertaste of high intensity natural and artificial sweeteners, and thereby delivering an enhanced drink experience, SweetTaste² can boost a brand's appeal, increase its market share and lock in consumer loyalty.

SweetTaste² also plays a vital part in enabling manufacturers to comply with HFSS legislation and similar sugar taxes. It accelerates the move to diet and zero-sugar beverages, widening the market for manufacturers who will now be able to appeal to consumers who have previously been resistant to such drinks.

In addition, SweetTaste² can widen the acceptance of naturally sourced sweeteners such as Stevia, which attracts customers to a wider portfolio of drinks.

SweetTaste² offers flexibility as it can be introduced throughout the production process, and delivers cost saving on other ingredients, as well as a greater range of options around ingredient choices.

- SweetTaste² enhances brand appeal and customer loyalty.
- It supports compliance with legislation and taxation.
- It broadens appeal and encourages product reassessment.
- It is flexible in application and widens the ingredient spectrum.

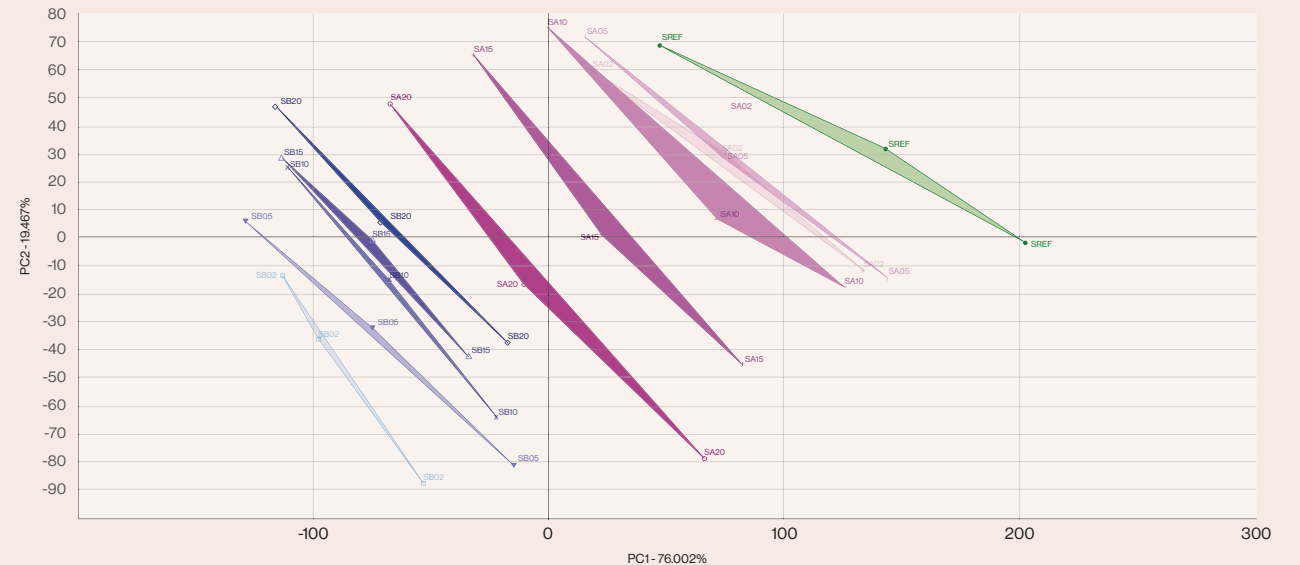


The data

Independent evaluation has been undertaken by Alpha MOS – Sensory Metrology Solutions equipment: ASTREE E-Tongue.

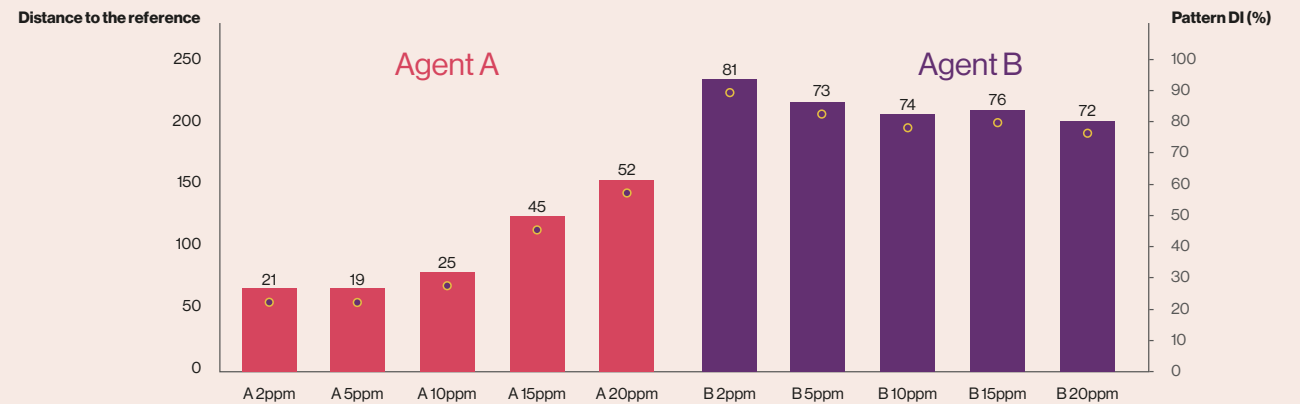


The objective was to identify whether the addition of Agent A or Agent B has an influence on the taste of a liquid sweetened with Stevia compared to the reference sample that does not contain any agent.



The Stevia results clearly show that the addition of an agent changes the taste of Stevia as the sweetener.

The further away to the left the results are from the green rombus, the greater the influence on the change to the taste of the Stevia



The bar chart demonstrates the degree of difference between samples with the agent and a sample without. (the reference point 0 on horizontal axis)

You can call, email or visit the TasteAlchemy website to discover more

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