

LOW-CALORIE SWEETENERS



FOOD INGREDIENTS

used in foods and drinks
to provide a sweet taste
with no or few calories



CONFIRMED AS SAFE

by European and international
authorities including the European
Food Safety Authority (EFSA) and
used in soft drinks in Europe
since the 1970s

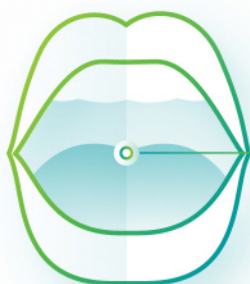


APPROVED FOR USE IN EUROPE AND GIVEN

an acceptable daily intake (ADI),
estimating how much can be
consumed every day over
a lifetime without a risk
to health

an E-number for 'Europe'
confirming that the food additive is
considered to be safe by EFSA and
is approved by European regulators
for use in foods and drinks

HOW LOW-CALORIE SWEETENERS WORK



ASPARTAME

ACESULFAME K

SUCRALOSE

STEVIOL GLYCOSIDES
STEVIA



Today there are several different low-calorie sweeteners enjoyed by consumers around the world



Each low-calorie sweetener has its own unique taste profile

THE **BENEFITS** OF LOW-CALORIE SWEETENERS



Provide a sweet taste with no or low sugar and calories, helping people reduce their overall sugar and calorie intake



Assist in weight management when consumed in place of sugar, as part of a weight loss or maintenance programme

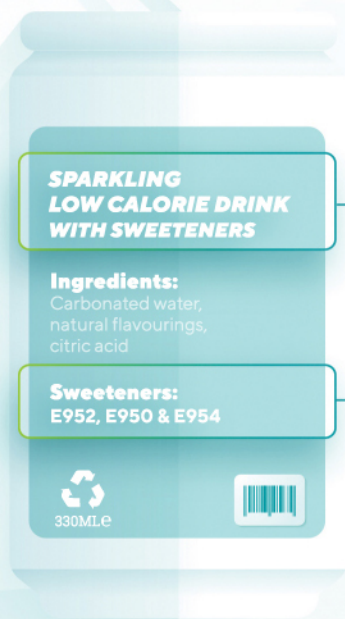


Help with the management of diabetes as low-calorie sweeteners do not affect blood glucose levels



Do not cause tooth decay

HOW LOW-CALORIE SWEETENERS ARE LABELLED ON SOFT DRINKS



Sweeteners are always clearly labelled at least twice on soft drinks in the EU

European food labelling legislation requires that the presence of a low-calorie sweetener in foods and drinks is indicated on the label as **“With sweetener(s)”** next to the description of the product

On a label, an additive must be designated by the name of its functional class, followed by its specific name, or its E number, e.g. **“Sweetener: Aspartame”** or **“Sweetener: E951”**

E Number =



WHY LOW-CALORIE SWEETENERS ARE IMPORTANT IN SOFT DRINKS

PROVIDE THE CONSUMER WITH INNOVATIVE AND GREAT-TASTING SOFT DRINKS

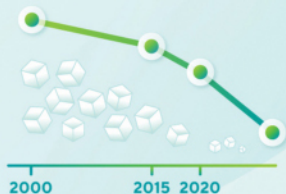


NO OR LOW IN sugar



NO OR FEW calories

SUPPORT POLICYMAKERS AND INDUSTRY IN MEETING THEIR SUGAR REDUCTION TARGETS



About UNESDA Soft Drinks Europe

Established in 1958, UNESDA Soft Drinks Europe is the Brussels-based trade association representing the non-alcoholic beverages sector. Its membership comprises of 10 companies and 23 national associations from across Europe. UNESDA members are involved in the production and/or distribution of a wide variety of non-alcoholic beverages including still drinks, carbonates, fruit drinks, energy drinks, iced teas and sports drinks.

UNESDA's policy priorities are sustainability (e.g. beverage packaging, collection, recycling), responsibility (e.g. sugar reduction, school policies, marketing practices towards children and labelling) and competitiveness (e.g. taxation, market access).

www.unesda.eu

