



No Calories. No Compromise. Naturally.

PUREFRUIT™ Monk Fruit Extract is the natural, zero-calorie sweetener that enables you to reduce calories without compromising taste.

Give consumers the natural, no-calorie sweetness they demand

- 92% of consumers find the claim ‘naturally sweetened’ appealing¹
- ‘Naturally sweetened’ has huge momentum. As of November 2013, over 400 products made with natural, zero-calorie sweeteners have been launched²
- 60% of consumers say they would pay as much as 10% more for a kids’ juice naturally sweetened with PUREFRUIT™ Monk Fruit Extract³

Monk fruit: It’s naturally appealing

- Consumers find our ‘natural sweetness from monk fruit’ claim extremely appealing⁴
- ‘Monk fruit extract’ appeals to consumers across many different food categories⁵
- Indicating natural, wholesome and great-tasting sweetness, ‘monk fruit’ immediately instills confidence in consumers⁶
- It helps moms reduce calories without the worry

‘This is a delicious option for the whole family.’

- Tate & Lyle survey respondent





Natural, no-calorie sweetness – now better than ever!

Introducing PUREFRUIT™ Monk Fruit Extract, the great-tasting, natural, no-calorie sweetener

- A breakthrough in exceptionally clean, natural sweet taste
- 200 times the sweetness of sugar
- No bitter aftertaste
- Allows for higher sweetness levels compared to other natural, intense sweeteners
- Naturally provides calorie-free sweetness by replacing sugar but without compromising taste
- **PUREFRUIT™ Monk Fruit Extract:** Preferred nearly 9 to 1 over Reb A in a head-to-head sensory taste test.⁷



Discover the new sweetener from a centuries-old source

- A member of the melon family, monk fruit grows only in the remote highlands in Asia
- Considered a 'national treasure' in China, monk fruit has been harvested by monks for centuries and used to make medicinal tea
- Highly stable, versatile and applicable across most categories including fruit juices, flavored water, smoothies, yogurt, juice drinks, cereal bars, breakfast cereals and fruit snacks
- A great-tasting way to reduce sugar and calories with no bitter aftertaste

Functionality and labeling

- Available as a readily soluble powder for easy formulation
- pH stable at low and neutral conditions
- Stable at high heat
- Ideal for use in reduced-sugar products where use levels of sweeteners can be optimized
- Simply labels as 'monk fruit extract'
- Monk fruit extract is generally recognized as safe (GRAS)

1. Tate & Lyle Consumer Research, Quantitative and Qualitative (2010-2011). 2. Mintel/GNPD – through November 2013. 3. Tate & Lyle Consumer Research, Quantitative and Qualitative (2010-2011). 4. Ibid 5. Ibid. 6. Ibid. 7. Tate & Lyle sensory testing on Purefruit Select, 2011.

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