

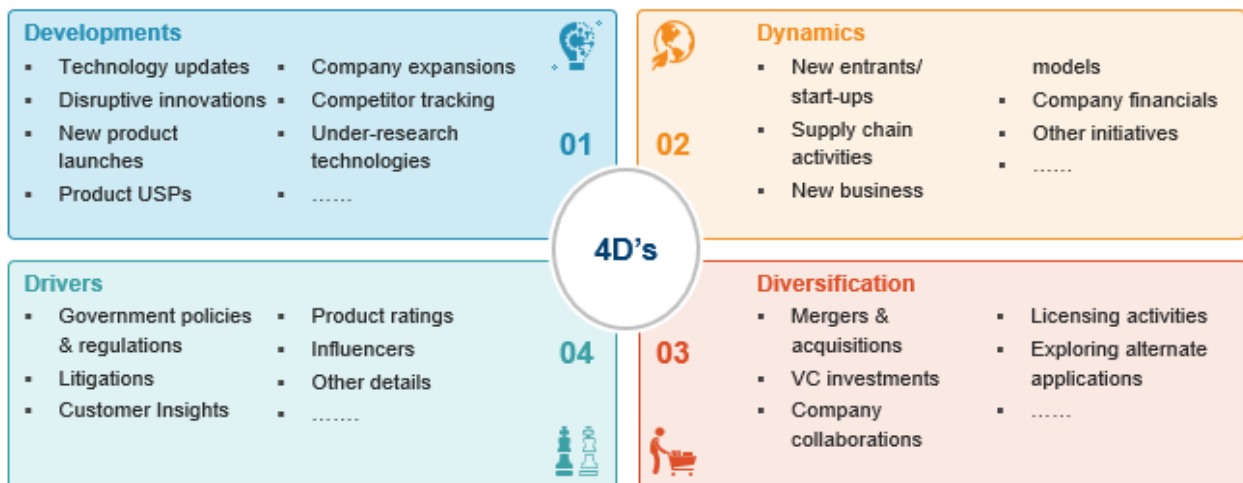
INTELLOTRACKER

Sugar Replacer

May 2023



ARANCA'S QUARTERLY SECTORIAL UPDATE ACROSS FOUR DIMENSIONS....





DEVELOPMENTS

New Product launch		Supplant is about to launch a low-cost substance made of waste plant fibers that mimics both the taste and texture of real sugar. The new product is derived from agricultural side stream doesn't only act as a sweetener but as a probiotic with health benefits such as increasing fiber in regular consumers. <i>Source: The Cool Down</i>
New product launch		After unlocking full access to a \$24.5m series A fundraise, North Carolina based food-tech Elo Life Systems is on track to launch in 2025 at least two forms of its new natural high-intensity sweetener "inspired by monk fruit," which will be more sustainable, affordable, and reliably available in higher quantities than current monk fruit sweeteners. <i>Source: Beverage Daily</i>
Technology/Innovations		Arzeda, a protein design company, has developed and scaled its ProSweet Enzymes that will allow sweetener companies to efficiently – and cost effectively – make Reb D and Reb M from stevia leaf extract. <i>Source: World Bakers</i>
Technology/Innovations		Sweegen is exploring novel sweeteners such as sweet Brazzein and modern stevia technologies like Reb M made from bioconversion. <i>Source: Food Ingredients First</i>
Technology/Innovations		Dr Pepper has debuted the newest flavour innovation in its permanent portfolio: Dr Pepper Strawberries & Cream Zero sugar which will be offered in 12oz. 12 packs. <i>Source: Beverage Daily</i>
Research Publication		The prebiotic Galactooligosaccharide (GOS) provides a promising replacement for sugar in gummy products, even improving shelf-life, research concludes. <i>Source: Nutra Ingredients</i>
Clinical trial		Fiber SMART – a low glycemic non-GMO resistant dextrin with prebiotic properties available from tapioca or corn. A clinical trial conducted with Murdoch University Centre for Molecular Medicine and Innovation Therapies showed that the product does not cause harm to the gastrointestinal tract, even at a doubled dose. <i>Source: Food Ingredients First</i>






DYNAMICS

Marketing Campaign		PepsiCo has reformulated Pepsi Zero Sugar to reduce caffeine, remove ginseng and tweak the sweetener system and have also launched a marketing campaign that give consumers the opportunity to redeem up to 10 million free Pepsi Zero Sugars starting during the NFL Playoffs through the Super Bowl. <i>Source: Travel Tomorrow</i>
Market expansion		Swiftlet believes that developing everyday sugar-reduced food products such as snacks are a key gateway to integrating sugar reduction into APAC consumers' daily diets. <i>Source: Food Navigator</i>
Rebranding		Natural soda brand Zevia is sweetening its branding with a new look as it aims to boost its household penetration and eliminate plastic from its supply chain. <i>Source: Beverage Daily</i>
New facility		Sweet flavour labs from IFF offers taste modulation technologies that play a key role in improving taste and texture of ice cream with low sugar content. <i>Source: Bakery & Snacks</i>
New facility		The sugar-substitute company Bonumose has opened a new manufacturing facility in Albemarle County. The new facility will be used to produce a plant-based sugar called tagatose. <i>Source: NBC29</i>
Business expansion		Alchemy FoodTech, a Singapore-based carbohydrates and sugar reduction food technology company has announced its expansion into sugar reduction solutions, which is now used in Subway's cookie island-wide and have launched Fibre technology helped to reduce the sugar content in chocolate chip cookie to almost half in the lower sugar version. <i>Source: Tech node global</i>




DIVERSIFICATION


Company Collaboration		Batory Sweetener Solutions, a sweetener-focused business unit of Batory Foods dedicated to sugar reduction and novel sugar alternatives, has formed an agreement with Canada-based sugar reduction experts NutraEx Food In to distribute the SugarLike® line of products. This agreement is to provide sugar free solutions to US food & beverage manufacturers. <i>Source: Food Industry executive</i>
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Company Collaboration		Dole Packaged Foods is trialing to reduce the sugar content in its pineapple juice coming from BlueTree Technologies. Blue tree uses filtration and absorption technologies. Instead of filtering out all parts of the sugar molecule, the start-up removes disaccharides, only. Leaving the monosacharides maintain the sweetness, aroma and mouthfeel association of sugar. <i>Source: Beverage Daily</i>
Company Collaboration		The SweetLeaf and American Diabetes Association partnership will promote healthy alternatives to sugar, drive awareness of diabetes risk and management and help diabetics take action to improve their health. <i>Source: Newswire</i>
Acquisition		Sparkalis - global foodtech venture in bakery and chocolate launched by Puratos - has acquired a minor stake in Fooditive that specialises in next-gen plant based ingredients <i>Source: Bakery & Snacks</i>

DRIVERS

Government funding		Biofect Innovations, maker of a potential sugar substitute, is the \$10,000 grand prize winner of the inaugural Agri-Tech Pitch Competition held through the University of Guelph. <i>Source: University of Guelph</i>
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SOLUTION PORTFOLIO – TECHNOLOGY RESEARCH & ADVISORY

		
IP Strategy	Technology Intelligence	Growth & Strategy

How best can we proactively manage and monetise our technical knowhow / intellectual property?

How best can we keep abreast of technology trends, competitor activity and headwinds / tailwinds in our domain?

Which technologies do we invest in? How do we ensure quick wins? Speed to market?

- IP Portfolio Analysis
- IP Monetisation
- IP Valuation
- Prior Art Searches

- Competitor Benchmarking
- Tech / IP Landscapes
- Technology Watch
- Market Analysis / Trends

- R&D Strategy Roadmaps
- Technology Scouting
- Open Innovation
- Product Development



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