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BENEО's Sugar Replacer ISOMALT Expands Applications in India

The BENEО-Institute is pleased to announce that the Ministry of Health in India has approved further food categories for which BENEО's low glycaemic sugar replacer ISOMALT can be used. The decision is an important contribution to healthy nutrition in India, considering that according to the World Health Organisation (WHO), the country suffers from a prevalence of diabetes with 31.7 million cases of diabetes, accounting for nearly 19 per cent of all diabetics worldwide. Worse still, studies predict a growth rate by 2.5 until 2030¹

Originally used in India for applications such as chewing gum, chocolate and confectionery, the new approval means that ISOMALT can now be used for an even wider range of food categories. Among these are the very popular 'Traditional Indian Sweets' category, which includes sweets such as Halwa, Mysore Pak and Boondi Ladoo. In addition, the sugar replacer can now also be used for instant sweetmeat mixes, bakery products, jams, jellies and marmalades, ice cream, frozen desserts and yoghurts.

As well as being known for their commitment to promoting scientific research and knowledge-sharing within the field of functional ingredients, the regulatory experts within the BENEО-Institute also play an important role in developing and maintaining the legislative basis and regulatory compliance for the use of BENEО ingredients throughout the globe.

Anke Sentko, Vice-President Regulatory Affairs and Nutrition Communication at BENEО explains further: "Within the BENEО-Institute, we have worked alongside the Ministry of Health in India, their Committee experts, the Nutrition Institute and Food technology experts to ensure that all necessary information was available to make an informed decision on ISOMALT. As a result of this complex process, we are very happy that our sugar replacer can now be used in further food categories within the Indian market. Not only does this open up a much wider range of product opportunities for us, but it again proves the nutritional and technological benefits of ISOMALT within a growing portfolio of products. It also means that we are able to offer our food

¹ Global Prevalence of Diabetes in Diabetes Care, Volume 27, Number 5, May 2004

manufacturers exciting new product development opportunities in the arena of functional foods in India.”

The knowledge base surrounding the importance of a low glycaemic diet and consequently a diet with lower insulin profiles is continually increasing. In a twelve-week human intervention study the effect on long-term blood glucose parameters were investigated; within the study type 2 diabetic patients had only 30 grams of ISOMALT per day and consequently reduced their glycaemic load within an otherwise unchanged diet. A significant improvement in the metabolic control was demonstrated, a result that is in agreement with earlier findings.² These effects are not only relevant for diabetic patients. An improvement of those parameters is supportive of a healthier lifestyle in general.

As the only sugar replacer made from pure beet sugar, ISOMALT is ideal for those food manufacturers looking for a low glycaemic, reduced-calorie and toothfriendly, alternative to conventional sugar. With a sugar-like taste, ISOMALT is slightly less sweet, facilitating the creation of a taste-profile to suit any food. It is non-hygroscopic, so it does not cake and remains dry and free-flowing, even with prolonged storage and at high temperatures. ISOMALT provides healthy products without compromising on taste and texture. As a result, it is the number one in sugar-free hard candies and one of the leading sugar replacers around the world. ISOMALT can be found in approximately 2,000 products worldwide.

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The BENEO-Institute is an organisation which brings together BENEO’s expertise from Nutrition Science, Nutrition Communication and Regulatory Affairs teams. It acts as an advisory body for customers and partners reaching from ingredient approval, physiological effects and nutritional composition to communication and labelling. The key nutritional topics that form the basis of the **BENEO-Institute’s** work include weight management, digestive health, bone health, physical and mental performance, the effects of a low glycaemic diet in the context of healthy eating and disease prevention, as well as dental health.

The **BENEO-Institute** facilitates access to the latest scientific research and knowledge throughout all nutritional and regulatory topics related to BENEO ingredients. It provides BENEO customers and partners with substantiated guidance for some of the most critical questions in the food

² Holub et al, Horm Metab Res 2009; 41: 886-892

industry. BENEEO is a division of the Südzucker Group, employs almost 900 people and has production units in Belgium, Chile, Germany and Italy.

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