



Press release

Research Shows Consumers Prefer Healthier Sugars in their Dietary Choices *Amount and Type of Sugar are Viewed Key to Cope with Health Issues*

Morris Plains, NJ – September 2016 – Leading functional ingredients company BENEEO, today announced results of a recent consumer study showing that sugars play a key role in consumer behavior when dealing with health concerns. The results also indicate that U.S. consumers are gaining a better understanding that not all sugars are alike. The study of 1,000 U.S. consumers, commissioned by BENEEO, was conducted by Ipsos, one of the world’s leading market research firms.

The research was undertaken to obtain a better understanding of consumers’ perceptions of sugar, carbohydrates and the benefits of nutrition that supports a lower blood glucose response and energy management. Those surveyed indicated that along with looking for foods that are natural, clean label and nutritious without “empty calories”, they also pay close attention to the levels of sugar that are contained in their food choices. Consumers prefer nutritional foods that not only sustain energy throughout the day, but also help with weight management, healthy eating and disease prevention.

Additionally, the results revealed that consumer health concerns in order of importance are weight management (38 percent), stress (35 percent), and fatigue (33 percent). Respondents indicated they are aware that the amount and type of sugars play a major role in coping with these health issues. In fact, 57 percent of the consumers polled said they try to cut their sugar intake. A healthy diet (58 percent), weight management (56 percent) as well as tooth decay and diabetes (37 percent and 28 percent respectively) were named by respondents as concrete reasons to limit sugar intake. On the other hand, respondents said they are not prepared to completely forego sugar, with taste being the number one reason at 58 percent. Twenty-four percent said sugar provides essential energy and 20 percent indicated that sugar acts as a ‘mood food.’

While consumers said they have an ambivalent relationship to sugar, they indicated that there is awareness that some sugars are better for their health than others. Sugar from honey for example, was perceived as the most appealing sweetener in the U.S because it is natural. Furthermore, about two out of three respondents agreed that naturally derived sugars from fruits, vegetables and plants are healthier (64 percent). A similar number also said they preferred natural sugars to low calorie sweeteners (65 percent). Finally, 60 percent of the consumers polled indicated their ideal sweetener would not lead to a “sugar boost and crash effect”.

“U.S. consumers are becoming increasingly aware that not all sugars are alike,” said Jon Peters, President of BENEEO, Inc. “The Ipsos study clearly shows that consumers are seeking balanced energy and good taste in a healthier sugar from natural sources. BENEEO’s next generation sugar, Palatinose™ supports manufacturers who are innovating to create food and beverages that meet consumer expectations and help them manage health concerns such as weight and energy management.”

Palatinose™ is made from beet sugar and is BENEEO’s trade name for isomaltulose, which occurs naturally in honey. It is an effective and healthy sugar with a mild sweet taste. Having a low effect on blood sugar levels, but being fully digestible, it provides full carbohydrate energy in a balanced and sustained way – eliminating the undesired “boost and crash effect” generally associated with other sugars. Palatinose™ is a proven contributor to better fat oxidation in energy metabolism, potentially providing longer-term benefits for body composition and weight management. Carrying an FDA health claim in the U.S. for being non-cariogenic, Palatinose™ also alleviates consumers’ issues regarding tooth decay.

The combination of its natural, sweet taste as well as its technological and physiological properties make Palatinose™, in the truest sense, a next generation sugar. It can be used in a wide array of food and beverages, ranging from sports nutrition and energy drinks to cereals and bakery, dairy, chocolate and confectionary.

About BENEEO

BENEEO offers functional ingredients derived from chicory roots, beet sugar, rice and wheat. BENEEO is the ideal partner to help improve a product in its nutritional and technological characteristics. Key nutritional benefits are ‘less fat’, ‘less sugar’, ‘less calories’, ‘added fiber’, ‘gluten-free’ and dairy alternatives as well as energy management, digestive, bone and dental health. Key technological benefits focus on taste and texture improvements. Through a unique chain of expertise, including the BENEEO-Institute that provides decisive insights into nutrition science and legislation, and the BENEEO-Technology Center that consults in application technology, BENEEO actively supports customers in the development of more balanced and healthy food products.

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

www.BENEEO.com

For further information on BENEEO and its ingredients, please visit: www.beneo.com and www.beneonews.com or follow BENEEO on Twitter: [@_BENEEO](https://twitter.com/BENEEO) or LinkedIn: www.linkedin.com/company/beneo

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