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**BENEO survey results reveal consumers are willing to spend more  
on chocolate that is toothfriendly**

Research conducted by BENEEO confirms that consumers are hankering after a healthier alternative to sugar-coated chocolate sweets and are willing to pay a 10% higher price for toothfriendly variations if they came to market. The ingredient manufacturer BENEEO, has today revealed the results of its latest consumer survey, which looked into the acceptance of and interest in toothfriendly coated chocolate sweets by measuring price sensitivity.

With its expertise in developing new confectionery concepts and the non-cariogenic properties of its functional ingredient, Palatinose™ (isomaltulose), BENEEO is confident that this positive reaction from consumers will lead to toothfriendly sugar-coated chocolates being brought to market: "The popularity of sweets like M&Ms and Smarties show that the market is strong for these varieties of candy, and the results of our survey prove that consumers are ready for new and healthy alternatives. The best thing is, with Palatinose™, toothfriendly chocolate cores and coloured coatings are feasible without any undesired side effects," explains Dr. Christian Niederauer, Market Research Manager, BENEEO.

BENEEO conducted its survey in Germany, the second largest market in the world in respect to new ideas within the category of sugar-coated chocolate sweets<sup>1</sup>. Surveying women aged 14 and over<sup>2</sup>, BENEEO found that participants liked the idea of toothfriendly chocolate lenses with an average score of 1.74 being given by people who regularly eat such sweets (the scale was measured from *1=liked very much* to *6=dislike it very much*). They also indicated their willingness to buy such a product if it became available in shops; almost 90% of people who regularly eat sugar-coated chocolates, more than 95% of gatekeepers – parents or guardians - and more than one third of non-users are willing to try the new idea. Measured indirectly ensuring a higher validity, it was also shown that participants would accept a 10% higher price<sup>3</sup> for a toothfriendly alternative.

BENEEO's Palatinose™ is the only fully digestible disaccharide that is toothfriendly. Its non-cariogenic properties were recently positively evaluated by EFSA. Naturally derived from sugar beet, Palatinose™ releases full carbohydrate energy over a longer period of time with

little effect on blood glucose levels (GI 32). Being fully digestible the functional sugar enables toothfriendly chocolate and coatings without experiencing any side-effects.

For further information on BENEEO and its ingredients, please visit: [www.beneo.com](http://www.beneo.com)

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<sup>1</sup> According to Mintel GNPD, 585 new products have been launched during the past 2.5 years in Germany (following closely behind the USA)

<sup>2</sup> BENEEO surveyed women to gauge reaction from a market sector which is considered to be both regular and non-regular consumers of sugar-coated chocolate sweets as well regarded as gatekeepers in the buying decision

<sup>3</sup> According to measurement by van Westendorp's price sensitivity meter

The **BENEEO** product portfolio consists of functional ingredients with nutritional and technical advantages, derived from chicory roots, beet sugar, rice and wheat. BENEEO is the ideal partner to help improve the health (weight management, energy for mental & physical performance, digestive, bone and dental health), taste, texture and nutritional value (fat and sugar replacement/fibre enrichment) of a product. Through a unique chain of expertise, including the BENEEO-Institute, BENEEO actively supports (industry partners 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](http://www.BENEEO.com)

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