

The PUREFRUIT™ Revolution

Discover why this all natural fruit extract is the perfect zero-calorie solution for sugar-conscious consumers.



Naturally Sweetened with



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Monk fruit (*Siraitia grosvenorii*) is a type of small melon which grows exclusively in tropical and subtropical regions of South East Asia. According to legend, monk fruit was first cultivated by Buddhist monks in Southern China nearly 800 years ago. Ever since, it has been revered for its health-giving properties and remarkable sweetness. In China, monk fruit is known as *luo han guo* while in Vietnam it is called *la hán quả*.

Monk fruit extract is made with a natural extraction process. It is roughly 200 times sweeter than cane sugar and provides calorie-free sweetness. The United States FDA has recently recognized monk fruit extract as GRAS (Generally Recognized as Safe), issuing a “no questions” letter in January 2010. Beyond the US, monk fruit extract is approved for broad use in China, Japan and South Korea.



Natural processing separates and concentrates monk fruit’s sweet components known as mogrosides, which naturally occur at about 1% of the whole fruit, with a focus on isolating Mogroside-V or “Mog 5.” The transformation of monk fruit into a clean-tasting, natural high-potency extract requires a carefully monitored four-step process:

Crushing: Fresh monk fruit is crushed, releasing natural juices.

Infusing: Crushed monk fruit is infused with water to release sweet components.

Concentration: The monk fruit infusion is refined, concentrating sweet components into a sweet-tasting fruit extract.

Spray-Drying: The monk fruit extract is spray-dried to facilitate its easy use in a wide range of food and beverage applications.

Partnering with a World-Class Innovator

To make monk fruit extract available to its customers, Tate & Lyle has teamed with BioVittoria Ltd. of New Zealand to source and process monk fruit. Not only is BioVittoria the world’s largest grower and processor of monk fruit, but the company was also one of the first ingredient manufacturers to recognize the value of monk fruit, and has pioneered the current supply chain. BioVittoria has assembled a qualified grower network of roughly 5,000 farmers and built a world-class processing facility to produce large quantities of monk fruit extract to the highest quality standards. As a further commitment to developing the monk fruit industry, BioVittoria works closely with farmers to monitor the cultivation and harvesting of monk fruit and works on an agronomic level to continually improve the quality and yield of monk fruit crops.

“It’s from a fruit...so it’s natural!”

- Focus Group Participant & Mom, 2010

Consumers Respond to Zero-Calorie Sweetness Sourced from Fruit

Every day, we see news stories, read blog posts and hear from our neighbors about the growing rates of obesity and diabetes and the desire for natural and simple ingredients. Increasingly, consumers are seeking out simple products that help contribute to their health and that of their families.

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A large number of consumers want products that are sweetened naturally and help reduce sugar and calories. While 75% of consumers find products with 25% reduced sugar or calories appealing, the stats go up to 92% for products featuring the claim “naturally sweetened”¹. Monk fruit extract enables food and beverage manufacturers to address both of these consumer trends simultaneously. When presented with the concept of products being sweetened with monk fruit extract, a majority of consumers—particularly parents—respond positively². By sweetening products with all natural monk fruit extract, manufacturers convey that their products are wholesome and great-tasting—a choice consumers can feel good about. In fact, nearly two-thirds of participants in a recent quantitative study felt that monk fruit extract sounds like a healthy sweetener¹. There’s a pent-up demand for sweeteners that consumers intuitively understand as wholesome. And that’s where monk fruit extract—PUREFRUIT™—can satisfy changing needs.

Growing Consumer Desire for the Sweet Taste of Nature

Research shows that today’s shoppers are eager for products made with all natural fruit-based sweetener alternatives—such as monk fruit extract.

- **92% of consumers** find products featuring a “naturally sweetened” claim appealing
- **75% of consumers** are drawn to products claiming a 25% reduction in sugar or calories
- **67% of consumers** preferred the taste of PUREFRUIT™ to reb-A in a blind taste test³
- **81% of consumers** believe PUREFRUIT™ is an ideal sweetener for use in a healthy diet¹

Zero-Calorie Sweetness from Real Fruit: Introducing PUREFRUIT™

Monk fruit extract is the perfect way to fulfill consumer demands for reduced sugar products sweetened from nature. That’s why Tate & Lyle has developed PUREFRUIT™ Monk Fruit Extract.

PUREFRUIT™ Benefits

- All natural
- Made from fruit
- Zero-calorie
- Great, clean sweet taste
- Process-stable, shelf-stable
- Halal-, Kosher-certified
- FDA GRAS

PUREFRUIT™ Applications

Check out just a few of the many ways food and beverage manufacturers can add PUREFRUIT™ to their products.

Beverages

- Juices
- Flavored & Functional Waters
- Carbonated Soft Drinks
- Ready-to-Drink Tea
- Flavored Milk
- Powdered Beverages

Foods

- Cereals & Granola
- Confectionery
- Baked Goods
- Yogurt & Other Dairy

The PUREFRUIT™ Revolution

PUREFRUIT™ meets consumer desires, tastes great and performs well for manufacturers. Available as monk fruit extract or as part of a natural sweetening solution, PUREFRUIT™ is readily soluble and easily incorporated into a wide variety of food and beverage applications. While PUREFRUIT™ is approximately 200 times sweeter than sugar, it still provides a balanced sweetness profile. PUREFRUIT™ is stable on shelf and at acid and neutral pH, as well as in typical food manufacturing processes such as pasteurization.

PUREFRUIT™ doesn't only provide zero-calorie sweetness, it's also a delicious sweetener. In a key sensory test, 91% of participants preferred a solution sweetened with PUREFRUIT™ over one sweetened with a leading high-intensity natural sweetener⁴.

Food and beverage manufacturers should be assured that while awareness of the name is just starting to build, PUREFRUIT™ is a brand that instantly resonates with consumers, conveys great taste and wholesomeness. In a recent quantitative study on a product with a '25% reduced sugar claim', a label with the PUREFRUIT™ logo was the strongly preferred to either a label with 'sweetened with monk fruit extract' claim or a label with no ingredient explanation⁵.

Experience PUREFRUIT™

To learn more how PUREFRUIT™ can sweeten your products, your consumers' interest and your sales, please call 1-800-526-5728. You can also visit www.PUREFRUIT.com for a look at how consumers are discovering sweet, healthy and appealing monk fruit extract.



1. Tate & Lyle quantitative research, April 2011; N=3101 adult consumers

2. BioVittoria primary qualitative research, 2010

3. Tate & Lyle via Peryam & Kroll quantitative consumer blind taste test conducted in Chicago, IL, White Plains, NY, and Santa Ana, CA; February 2011; N=150 female consumers of flavored waters

4. Sensory testing between solutions sweetened with monk fruit extract or reb-A, among Tate & Lyle employees, N=50; 2010

5. Tate & Lyle quantitative research, August 2010; N=3101 adult consumers