



87%

Citing taste as their
#1 consideration
over health, cost, and
product positioning

GREAT TASTE - LOW CALORIE A CONSUMER **FAVORITE!**

It takes far more than sweeteners to craft reduced-sugar products your consumers will love. JustSweet® has the best natural sweetener on the market. Some say it taste better than sugar!



JUSTSWEET®

PREBIOTIC AND NATURAL

HIGH INTENSITY SWEETENER

natural low calorie sweetener · adoçante natural de baixa caloria
naturlig lavkalori søtningsmiddel · edulcorante natural bajo en calorías

100% NATURAL



MADE IN NORWAY
WITH GREAT TASTE

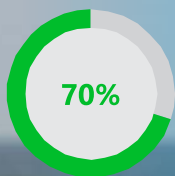


VEGAN



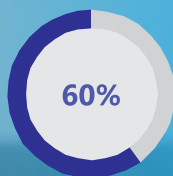
A CLOSER LOOK AT THE TREND

Sweetness is a much-loved part of the eating and drinking experience. But many consumers want to cut back on sugar and calories in light of the health and nutrition trend



HEALTH CONCERNS

70% of Americans are concerned about how sugar impacts their overall health.



ALTERNATIVES

60% of Americans are looking to **reduce sugar, consuming lower-calorie alternatives** instead of full-calorie products.



NEW SUGAR LABELING

The U.S. Food and Drug Administration finalized new sugar labelling regulations in May 2016: **"Added sugars, in grams and percent Daily Value, will be included on the label"**.

SHIFTING AWAY FROM SUGAR

Today's health- and nutrition-conscious consumers are searching for the sweetness experiences they love in products that contain less sugar and fewer calories.

COUNTRIES WITH **SUGAR** TAXES OR SPECIAL REGULATIONS FOR **SUGAR**



A LOOK AT SUGAR-RELATED REGULATIONS

Sugar-reduction efforts have a push/pull effect. While government policies are pushing consumers to reduce the sugar in their diets, food and beverage manufacturers are working to pull consumers to new low- and no-sugar products that deliver all the taste and texture of sugar-sweetened products.



NEARLY 8 OUT OF 10 AMERICAN CONSUMERS (79%) ARE CUTTING CALORIES BY DRINKING WATER OR LOW- TO NO-CALORIE BEVERAGES.

30% OF PEOPLE IN THE WORLD ARE OBESE OR OVERWEIGHT

A new study, published in the New England Journal of Medicine, found that about a third of the global population—including adults and children—exceed a healthy weight. About 10% of people in the world are obese. Studies have linked overweight and obesity to a higher risk for health complications like type 2 diabetes, heart disease, depression, respiratory problems, major cancers and more.

HOW BEHAVIOR IS CHANGING

Consumers are particularly wary of sugar content in products. JustSweet® is making a difference. Beverages are called “the dominant application segment” for the no- and low-calorie sweeteners. Manufacturers can use JustSweet to achieve the perfect sweetness profile while reducing sugar.

DAIRY

The opportunity is great for manufacturers to provide the sweet satisfaction consumers seek in appealing on-trend dairy products that are lower in sugar and can be perceived as healthier. When manufacturers fail to develop sugar free, or reduced dairy products, consumers can easily make their own using unsweetened yogurts and cream.

87%

citing taste as their
#1 consideration

ENJOY A SWEET SNACK

Consumers who want to enjoy a sweet snack during the day are choosing those with less sugar and fewer calories than traditional snack options. With its sweet taste and healthy halo, yogurt is becoming a popular snack choice.

Research shows that wastewater may contain the sweeteners; Aspartame, Sucralose, Ace-K and Cyclamate, with presumed origin of dairy products and soda.

35%

35% seek a sweet snack throughout the day.

40%

40% are looking for snacks that have less sugar.

44%

44% use products in the yogurt category because they say they are healthier than other snacks.

72%

72% snack on a yogurt throughout the day.

BIGGEST FANS ARE AMONG MILLENNIALS

Millennials choose functional foods to:

- 1st manage stress,
- 2nd combat fatigue,
- 3rd lose weight and
- 4th maintain eye health.

Millennials (Gen-Y) have been dubbed the «foodie generation».

The name; JustSweet only describes the great taste. It's more than that. It's a prebiotic Vegan certified natural sweetener. It's a perfect sweetener for functional foods.



PERFECT SWEETENER FOR FUNCTIONAL PRODUCTS

JustSweet® was developed by sorze4's CRO, Msc. Claudia Münch-Yttereng. After investing close to 1 Million USD on innovation where the goal was to do something no other have done before us, to create a 100% natural sweetener tasting like sugar. Great taste, low-calorie, and prebiotic. A perfect sweetener for the Amazon Secret®.

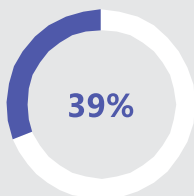
WHAT CONSUMERS WANT

Clean labels are more important than ever. The drive for clean and simple continues to expand, with nearly three-quarters of U.S. consumers finding it important to recognize the ingredients used in the products they buy.



NATURAL IS PREFERRED

40% RANKED «NATURAL/ ALL NATURAL» AS #1 IN TERMS OF APPEAL ON THE FRONT OF FOOD OR DRINK PACKAGING.



NO ARTIFICIAL INGREDIENTS

39% RANKED «NO ARTIFICIAL INGREDIENTS» AS #2 IN TERMS OF APPEAL ON THE FRONT OF FOOD OR DRINK PACKAGING.



WOULD SWITCH BRAND

58% OF CONSUMERS RANKED «NO ARTIFICIAL INGREDIENTS» AS THE CLAIM MOST LIKELY TO MAKE THEM CONSIDER SWITCHING BRANDS.

FROM NORWAY WITH GREAT TASTE

Trondheim, the capital of Norway's Vikings may have natural conditions that attract explorers to the city. More than 1000 years ago it was where the Viking Kings lived. Leiv Eriksson started his sailing trip in Trondheim as he sailed in the direction of, but past Iceland when he became the first European to put his legs on the American continent.

A millennium later, someone came in the opposite direction, from America to Trondheim. Claudia, our Master of Science with obesity and orthoreksi as her special field.

JustSweet was created by her, with her Brazilian knowledge and Norwegian technology.

Trondheim is only 350 km south of the Polar Circle and the city has about 200,000 inhabitants if we include the university students.

The world's navel is located somewhere else, but in less than 2 hours we can be in Amsterdam where we change planes when we travel around the World and present our amazing product; JustSweet!

Manufactured for us, by Norway's #1 dairy company, TINE, who also produce and own the World famous cheese; Jarlsberg, so you can be assured that our products always will have first-class quality and always, all productions, will be controlled by Eurofins.



MADE IN NORWAY
WITH GREAT TASTE

WE AGREE! SUGAR TASTE GREAT!

Most of us should cut back on the sugar. 8 out of 10 (79%) do that. and food and beverage manufacturers need to develop new low- and no-sugar products that deliver all the taste and texture of sugar-sweetened products, because sugar does really taste great!

CREATE REDUCED-SUGAR PRODUCTS WITH JUST-RIGHT SWEETNESS

It takes far more than sweeteners to craft reduced-sugar products your consumers will love. JustSweet™ innovators have a mix of market insights, sweetness and formulation expertise, and the best natural sweetener on the market. Some say it taste better than sugar!

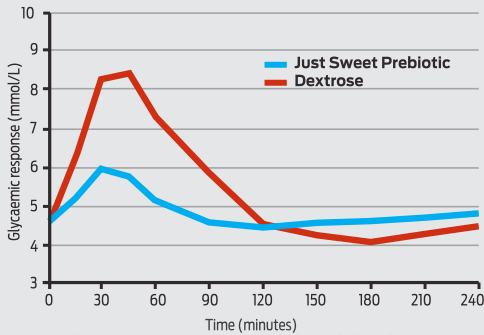
**BEVERAGE, CHANTILLY, AND PASTRY. FOR ANY FOOD
WHERE SUGAR IS AN INGREDIENT, IT'S POSSIBLE TO
REDUCE OR REMOVE SUGAR, AND STILL HAVE A
NATURAL GREAT TASTE!**



**MADE IN NORWAY
WITH GREAT TASTE**

JUSTSWEET & GLYCEMIC RESPONSE

Glycaemic response in healthy humans



Should we, despite JustSweet being 25-130 times sweeter than dextrose choose to compare glycemic response, we would get graphs as illustrated to the left.

For JustSweet fiber* the graphs will be correct, but for the sweetener you must consume at least 25 times more than what you consume of dextrose to make the graphs correct (if measured in sweetness).

CONCLUSION BASED ON A SERIES OF CONVERGENT NUTRITIONAL STUDIES

Consuming from 8 g /day will increase beneficial Bacteroides, decrease of Clostridium perfringens (one of the most common causes of food poisoning in the United States) and increase of Short Chain Fatty Acids (propionate, acetate, butyrate)

POSSIBLE SIDE EFFECTS

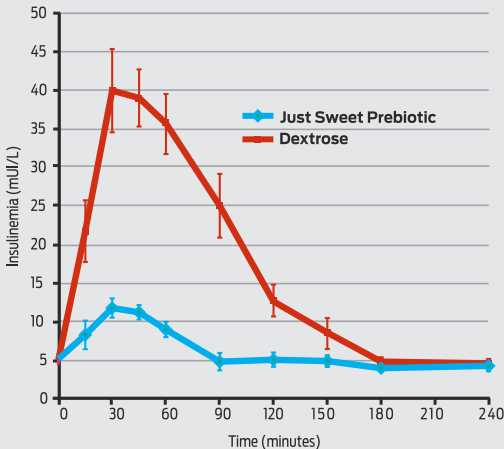
One side effects of Stevia is that it appears to lower blood pressure.

This can be beneficial, but it doesn't always safely lower blood pressure. Low blood pressure is actually just as bad for you as high blood pressure.

Low blood pressure can cause fatigue, weakness and lightheadedness.

To avoid this side effect non-digestible carbohydrates (low-calorie) are used in JustSweet. However, anyone who suspect they have low blood pressure should talk to their doctor before consuming Stevia products.

Insulinemic response in healthy humans



SIGNIFICANTLY HELPS MODULATE SATIETY

Conclusion based on a series of convergent nutritional studies. 8-14 g /day of JustSweet significantly helps modulate satiety.

NATURAL GREAT TASTE

Fast dissolving, even in cold liquids. Easy to use in any application! Useful to enrich fibre and to lower sugars, fats & calories.

**JustSweet Fiber is a dietary fiber. Another great product from JustSweet!*



ARTIFICIAL SWEETENERS

AN IGNORED ENVIRONMENTAL THREAT?

In 2005, the respective global consumption of acesulfame (ACE), saccharin (SAC) and cyclamate (CYC) was reported to be 90-thousand tons. By 2013, nearly 2 thousand tons of sucralose (SUC) were consumed in the United States and Europe alone. These sweeteners pass largely unchanged through the human body and end up eventually in the aquatic environment. Lakes, rivers and the sea are contaminated by artificial sweeteners. The degradation time may be more than 10 years.

NO ENVIRONMENTAL ASSESSMENTS FOR FOOD ADDITIVES

In the EU, it was previously forbidden to conduct environmental assessments in the risk assessment of food additives. Chemical sweeteners such as sucralose (SUC), aspartame (ASP), cyclamate (CYK), and others, is approved and considered by the European Food Safety Authority (EFSA) as safe for humans as long as it is kept below the daily intake limit.

Nevertheless, it can be said that no consideration has been given to the environmental impacts of such synthetic ingredients have. Even if a substance is considered harmless to the human body, it does not necessarily mean that it is harmless, or without affecting fish, birds, plants and other life in nature.

Article 7 of the European Additives Regulation (EC) No 1333/2008 states that environmental factors should also be taken into account when approving food additives, but no mandatory studies are required for industrial chemicals and their environmental impact is determined.

**No mandatory studies are
required for industrial chemical's
environmental impact**

Artificial sweeteners are widely used as additives in different foods because they are extremely sweet, and without calories. But does «no calories» in other words mean that the substance is highly resistant to degradation? Can we say that a product that does not break in the human body, will not degrade in the nature? At best, it will be diluted, but prolonged use will yield ever higher concentrations, which can eventually lead to unforeseen consequences.

NATURE

NEW POLLUTANTS

People do not think that something they consume will go straight through the body, but artificial sweeteners are produced, consumed and released into nature in large quantities. They have been identified as new pollutants



ARTIFICIAL SWEETENERS

Article 7 of the European Additives Regulation (EC) No 1333/2008 states that environmental factors should also be taken into account when approving food additives, but no mandatory studies are required for industrial chemicals and their environmental impact is determined.

200

THOUSAND

cans of light-soda
sweetener flushed out
in the Niagara Falls, daily!

100

TONS

of artificial sweetener
floating around in
Lake Erie.

80

%

of water supply
systems with presence
of sucralose (USA) .

ARTIFICIAL SWEETENERS ARE DISTRIBUTED WITH WASTEWATER

Artificial sweeteners are spread with sewage, weather and wind. The long degradation time means that such substances potentially also have long lasting effects in the environment.

While scientists are competing to “free” artificial sweeteners from any form of health hazard, they may seem as if some of them have a somewhat limited “view” and have not taken into account long-term effects. Neither for the body nor for nature.

Water samples from 25 different treatment plants in Sweden show extensive spread of sucralose (SUC) in nature. Gross calculations from 2006 show that five to six million tonnes of sucralose are spread in Sweden every year and then other synthetic sweeteners come in addition.

A screening carried out in the Nordic countries, including Aarhus University, shows that the wastewater from the treatment plants contains the sweeteners aspartame, sucralose and cyclamate, with the presumed origin of soda and dairy products.

HUNDREDS OF THOUSANDS CANS OF LIGHT-SODA FLUSHED OUT IN THE NIAGARA FALLS

In the waters flowing through Ontario's Grand River, which expires in Lake Erie, researchers from the University of Waterloo and Environment Canada found that the amount of sugar substitute in the water flowing through the 300-kilometer-long every day equals between 81- and 190- thousand cans of artificial sweet soda.

Lake Erie flows out into the Niagara River, and then it's possible to visualize one of the world's most famous waterfalls, Niagara Falls, with 200-thousand cans of light-soda being flushed out?

The study tested for sucralose, cyclamate, saccharin and acesulfame K, which is used in both soft drinks and dairy products. The researchers found these types of sweeteners in the tap water in the Canadian city of Brantford. The soils are thus in the drinking water sources and are not caught in the treatment plants.

The agriculture who waters the fields with the same water could risk that photosynthesis in the crop is disturbed or prevented, which will reduce food production.

There were found 0.15 micrograms of sweetener for each liter of water, which means there could have been 72 tons of sweetener floating around Lake Erie. Now, years after the survey, with more consumers of light products, it may be reasonable to estimate that this number have passed 100 tonnes long ago, considering that the sweeteners are not broken down easily in the nature.

GREAT POTENTIAL FOR A DOMINO EFFECT



JUSTSWEET
PREBIOTIC AND NATURAL



NATURE
IS NOT A PLACE
TO VISIT.
IT IS HOME



THE GREATEST TASTE OF ALL



JUSTSWEET
PREBIOTIC AND NATURAL



Do you know how
sweet with no sugar
should taste?

LIKE JUSTSWEET

AVAILABLE PACKAGING

JustSweet is available in consumer packaging:

- 125 g Doy-Bag (Stand-up-pouch)
- 50 x 200 mg sachets in a box

For industrial use we have:

- 20 kg box or;
- 20 kg paper bags.



GREAT TASTE **NO LACTOSE**
TASTE LIKE SUGAR
LOW CALORIE **100% NATURAL**
GMO FREE
GLUTEN FREE **NO POLYOLS**

HEALTH BENEFITS OF JUSTSWEET

There are several studies (600+) available on PubMed, by the National Institute of Health, evaluating the sweetening ingredient in JustSweet's, (stevia) features, growth and impact on health.

Sweet news for diabetics

Using JustSweet instead of white sugar can be helpful to anyone who want to avoid conventional sugar.

Supports Weight Loss

If you choose to replace table sugar with JustSweet, it can help fend off obesity as well as many health problems linked with obesity, like diabetes and metabolic syndrome.

Lowers High Blood Pressure

Natural Standard Research Collaboration gave the natural sweetener used in JustSweet a "grade B for efficacy" in reducing blood pressure.

Nutrition Facts

Serving Size: 1g

Amount Per Serving	Calories from Fat 0
Calories 2	
% Daily Values*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Polyunsaturated Fat 0g	
Monounsaturated Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Potassium 0mg	
Total Carbohydrate 1g	0.32%
Dietary Fiber 0.98g	0%
Sugars 0.02g	
Protein 0g	
Steviol glycosides** 20mg	6.7%

Vitamin A 0%

Vitamin C 0%

Calcium 0%

Iron 0%

*Percent Daily Values are based on a 2000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

**Based on a 75 kg person

0,1% of RDI*
(2 calories)

Calorie Breakdown:

- Carbohydrate (100%)
- Fat (0%)
- Protein (0%)



JustSweet® is a registered Trademark, property of Just Sweet AS, Norway.



justsweetTM



justsweet.com

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WITH GREAT TASTE**

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