



87%

Citing taste as their number one consideration over health, cost targets, product positioning, and more.

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

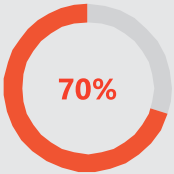


VEGAN

SHIFTING AWAY FROM SUGAR

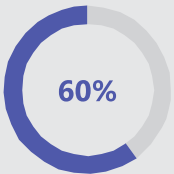
The sugar content of foods and beverages is under intense scrutiny by health organizations, government bodies and a growing number of consumers.

Food producers have to consider how to deliver the sweetness to the consumers who may be expecting it with no sugar, something consumers increasingly demand.



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.

CONSUMERS WANT SWEETNESS WITHOUT ALL THE CALORIES

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

NEW YORK



In 2013, New York City enacted a soda ban that **prohibits the sale of many sweetened drinks** in servings greater than 16

MEXICO



In 2014, Mexico's Congress passed a 10% sales tax on **sugar-sweetened beverages.**

LONDON



In 2016, the U.K. imposed a **tax on certain sugar-sweetened drinks** that contain more than 5g of sugar per 100ml.

WITH GREAT TASTE



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 wants 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 2	Calories from Fat 0
% 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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