

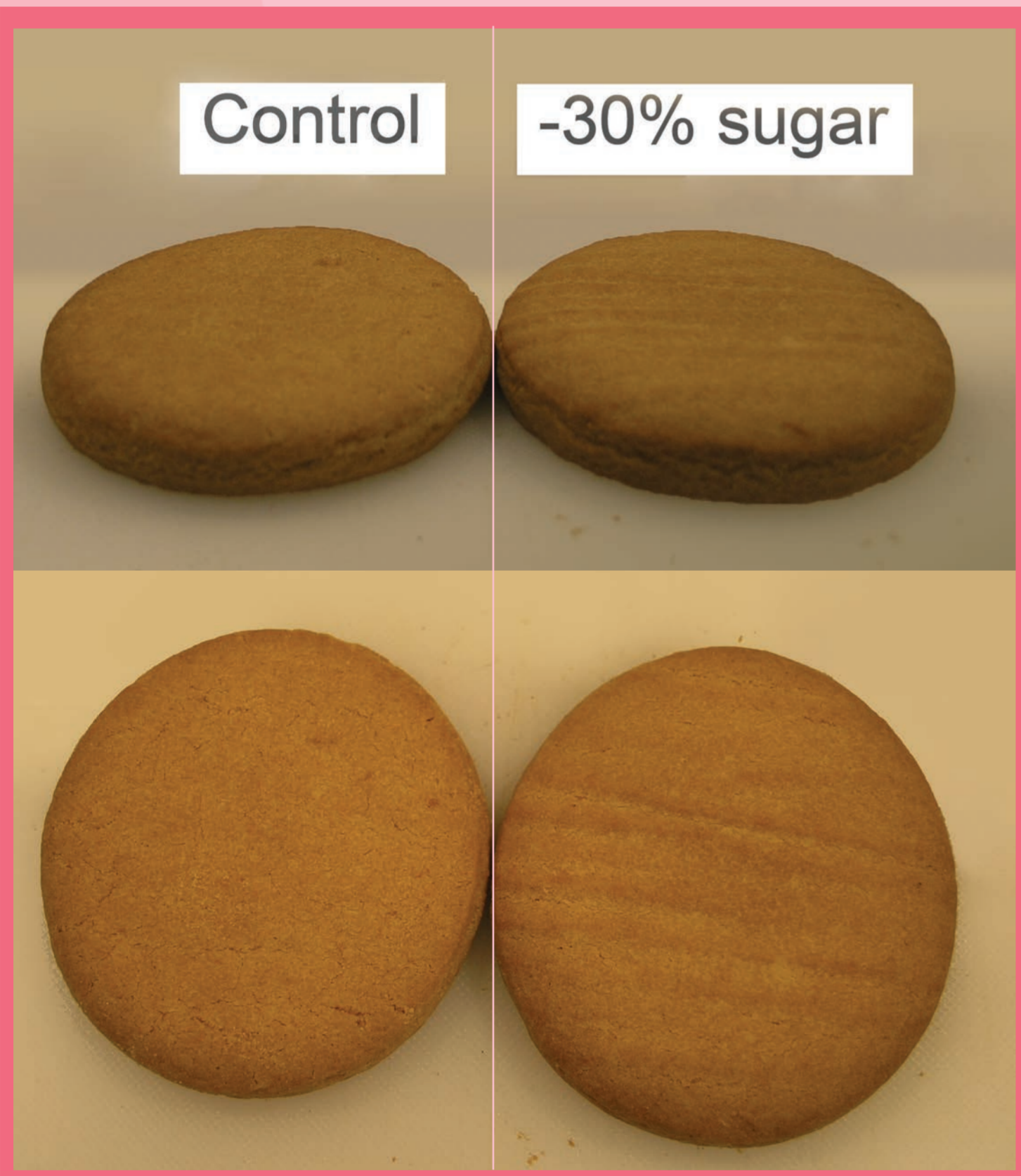
Clean label

approaches to sugar reduction

Could you use clean label approaches to reduce the sugar in your products?

We are investigating different clean label approaches to reduce sugar content in products while retaining consumer acceptability.

Approaches include:



- **Removal:** sensorial testing revealed that 30% sugar can be taken from biscuits without any problem. No need for replacers.



- **Portion size:** how far can portion size be reduced before consumers will reject product? To be explored using a survival analysis approach with consumers.



- **Aeration:** exploring aeration as a method of reducing portion weight while maintaining volume and consumer acceptance in whipped desserts.

Get in touch if you would like to discuss how clean label approaches could be applied to your product