

Galam Group

Refining Nature's Raw Materials



Fructose a Clear Winner in FSA Published Article 13, batch 5

Thousands of nutritional and health claims were rejected by the European Food Safety Authority (EFSA) this summer, while only a tiny fraction were approved.

A clear winner, the landmark fructose health claim has been validated:

Fructose when replacing sucrose or glucose in foods or beverages can reduce post-prandial glycaemic responses.

This is an exciting validation for the food industry, proving that tasty fructose sweetened products can yield low postprandial glycaemic responses, shown by numerous studies to be beneficial for the dietary prevention of type 2 diabetes.

The Stevia Golden Bullet



After months of intensive research and development, Galam Group launches innovative HiSweet blends - exploiting the positive synergy of two natural sweeteners - Fructose® (own-brand fructose) and premium stevia-extracts.

Fructose, sweeter than sugar, ensures a rapid sweetness response, perfectly complementing stevia's delayed appearance and more distinct after-taste. Formulating with pioneering stevia/fructose HiSweet blends allows manufacturers to naturally sweeten their products with significantly less calories and sugar, while eliminating the need for masking agents or flavorings.

Collaborate with Galam Group veteran sweetening experts, located at application laboratories and blending facilities throughout Europe, to achieve your products' ideal sweetness profile. Our customers gain a fast-time to market, with proven and expert sweetening blends tailored to each individual product.

Visit Galam Group at FIE, Paris, HALL:1 STAND: 1E53

And get ready for EU stevia approval

29 Nov - 01 Dec 2011

- Discuss how our unique sweetening blends can meet your products' needs
- Taste and enjoy our range of naturally sweetened delicacies
- Explore a range of nutritional high-protein and fibre solutions



EXCLUSIVE GALAM GROUP SEMINAR

Jointly held with **Corn Products International**, the leading Reb-A experts

When: Wednesday 30th November, 15:30 – 17:30

Where: At FIE - Room 111 Mezzanine Level

Why:

- Understand stevia's position in European and Global markets
- Analyze effective and appropriate marketing strategies in achieving consumer acceptance of stevia products
- Explore Galam Group's HiSweet® benefits and Corn Products world-class formulation expertise
- Network with key industry players



Countdown to European Union Stevia Approval!

EU approval status right now...

- On July 4th 2011, the amended Annex II to Regulation No. 1333/2008 was approved by the EU standing committee
- Scrutiny of the European Parliament stevia recommendation was held Sept. to Oct. 2011
- **Adoption and publication are expected by November, 2011**

Stevia market expectations...

- 2010 global sales up by 27% from 2009 - overall market value \$185M
- By 2014 the stevia global market is expected to triple, reaching \$825M
- EU stevia approval is expected to trigger adoption across Africa and the Middle East. Global approval expected by end of 2012

Global Stevia activity ...

- July 2011, Codex Alimentarius Commission (CAC) adopts maximum levels for steviol glycosides as submitted by the Codex Committee on Food Additives (CCFA)
- May 2011, the International Stevia Council launches an Independent proficiency testing program to create a uniform method of analysis and reference standard in determining steviol glycoside content

To book your place at the Seminar and receive a full agenda email: mrkt@galam.co.il