

Galam Group

Refining Nature's Raw Materials



FIE 2011 Roundup



Galam Group would like to thank everyone who visited our booth at Food Ingredients Europe (FIE) in Paris this year and took part in the exclusive stevia seminar. If you were unable to attend, or would like to review PPTs and video of the industry expert presentations visit: [Galam Group FIE Stevia Seminar](#)

This year's FIE in Paris had record breaking attendance, with 1,200 exhibitors from 65 countries. Of the 23,600 visitors from 127 countries, a significant number were looking to find solutions for their natural sweetening challenges. FIE closely followed EU stevia approval and was reflected in the accentuated response at the show to market drivers for natural high-intensity sweetening alternatives. The Galam booth saw a multitude of HiSweet® stevia enquiries from visitors searching for natural, low to mid calorie food and beverage solutions. **We also received very positive reactions from visitors to the variety of naturally sweetened snacks served from Galam's booth, amazed at the sugar-like taste our blending experts had achieved using HiSweet® solutions.**

Combining Stevia-extracts to Improve Sweetness Profiles

After extensively formulating with stevia in numerous applications, Galam Group's sweetening specialists have succeeded in finding the sweet-taste profiles manufacturers have been looking for.

By combining both SG95 and high concentrations of Reb-A stevia-extracts, together with other sugars, the innovative Galam Group HiSweet® solutions have emerged with optimal taste-profiles to suit every applications needs. Dr. Joseph Soler, a sweetener blending expert from the Galam Iberia facility explained: "Reb-A, at high concentration (above 95%), has a very sweet-sharp taste, but is a rather one-dimensional molecule. SG95% is based on different steviol glycosides and therefore has a fuller, more rounded taste. By combining both these stevia-extracts, plus other natural sugars, we've achieved blends whose sweet tastes are much more similar to that of sugar, with a better mouth feel, improved flavor profile and high intensity sweetness ..."

[Read the full press release](#)

Galam Group wishes you a Happy Holiday season!

On behalf of everyone at Galam Group we'd like to warmly wish you happy holidays and a sweet new year. Thank you for your cooperation and support during 2011 and we wish you continued success in all your current and future ventures.



2011 Galam Group Sweetening Achievements!

After extensive 2010 stevia preparations, Galam Group further expanded stevia related activities in 2011:

- **January** - Stevia workshop at Israeli's 4th Innovations in Food conference
- **February** - Expansion of specialist blending facilitates consulting on customer applications across Europe
- **March** - Further strengthening European HiSweet® distribution network
- **April** - Initial results analysis from stevia comprehensive research and trials on dry & liquid blends
- **May** - HPLC method developed to identify steviol glycosides in sweetening blends
- **June** - HiSweet® tests by authorized tasting panel (qualified by an outside firm specializing in the sensory field with high sensitivity for tasting sweetness)
- **July** - Multiple customer products were mutually developed for different categories
- **September** - New blend innovations driven by Galam's affiliates
- **October** - HiSweet® launches combining various stevia extracts with customized liquid and powder blends
- **November** - Galam Group exhibits at FIE and holds key stevia seminar with industry expert presenters
- **December** - After a year of intensive preparation and EU stevia approval we're ready with expert blending facilities throughout Europe to respond to the increased industry demand for our stevia extracts and HiSweet® blends