

Sugar reduction

Flavouring solutions adapted for sugar-reduced applications



When it comes to sugar, less is more



Sugar reduction has been a major theme for the last couple of years as consumers are increasingly aware of **rising health problems** such as obesity, diabetes and tooth decay.



But replacing the taste of sugar while supporting healthier diets has been proven to be a **difficult challenge** for Food & Beverage manufacturers.



As a flavour company, we have been working on developing natural and synthetic solutions to help manufacturers in their strategy to reduce sugar **without compromising on taste**.

Consumers attitude toward sugar



More than

1 in 3

consumers globally say that **limiting or reducing non-healthy ingredients** (such as sugar) is the best way to make Food & Beverage indulgent categories **healthier**.

Source: Innova Lifestyle and Attitudes Survey 2023

Top 3 ingredients consumers are most conscious of limiting in their diet (Global, 2023)

#1

Sugar

#2

Fat

#3

Salt / Sodium



Contact us

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EXPRESSIONS AROMATIQUES

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Our solutions

Our flavourists have worked closely with our sensory analysis department to offer you **flavouring solutions perfectly suited for sugar-reduced applications**.

We understand that **every project is unique** and **presents its own challenges**: whether it's the regulatory specifics of your country, the inherent constraints of your manufacturing process, the requirements of your final application, but also consumers' preferences and expectations.

Therefore, more than just a supplier, **we position ourselves as a true strategic partner**. As such, we invite you to **contact our technical-commercial team**. Together, we can precisely analyse your needs and offer you the **most effective flavouring solution**, perfectly adapted to your technical constraints and in full compliance with regulations.

Final applications

Our flavouring solutions are adapted for a wide range of applications including :



Sugar-reduced beverages



Sugar-reduced yogurts



Various sugar-reduced dairy products



About Expressions Aromatiques

Located near Grasse in the south-east of France, **Expressions Aromatiques** is specialised in the creation, development, production and distribution of flavours for the food and beverage industry. We offer a wide range of natural, synthetic and organic flavours, available as liquids, emulsions or in powder form (obtained via simple mixing, encapsulated via spray drying and extrusion).



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