



International Sugar Organization

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EXECUTIVE DIRECTOR

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Various sugar related articles

The Executive Director would like to draw your attention to the articles below all of which are relevant to the sugar sector.

FoodNavigator.com

Sweegen to launch high intensity sweetener brazzein in 2022



Sweegen will expand its high-intensity sweeteners portfolio early next year with the addition of brazzein, an ultra-sweet tasting protein found in small quantities in the fruit of a West African plant called oubli, that can be produced on a commercial scale via microbial fermentation.

<https://www.foodnavigator.com/article/2021/10/04/sweegen-to-launch-high-intensity-sweetener-brazzein>

Dutch ag minister calls for sustainability tax on food, but will it catch on?



Outgoing Dutch Minister of Agriculture Carola Schouten has backed a tax on unsustainable food, with proceeds funding farmer efforts to go green. Will the idea catch on?

<https://www.foodnavigator.com/article/2021/10/04/dutch-ag-minister-calls-for-sustainability-tax-on-food-but-will-it-catch-on>

Sweeteners in focus: From allulose to stevia... in conversation with Ingredion



From surging ocean freight costs to sky high corn prices and general supply chain disruptions, the last 12-18 months have been a roller coaster ride, says Nate Yates, VP Global Sugar Reduction Platform at Ingredion. But one thing has remained remarkably consistent: consumer interest in cutting sugar.

<https://www.foodnavigator-usa.com/article/2021/09/30/sweeteners-in-focus-from-allulose-to-stevia-in-conversation-with-ingredion>

Mars details net zero targets: 'We can't wait decades to see progress'



Global rice-to-chocolate giant Mars Inc. has said it will reach net zero emissions across its full value chain by 2050. Discussing the move, chief executive Grant F. Reid insisted 'gaps' in industry pledges need to be addressed and argued long-term aims cannot be an excuse for 'inaction and delay'.

<https://www.foodnavigator.com/article/2021/10/05/mars-details-net-zero-targets-we-can-t-wait-decades-to-see-progress>

Consumers demand more choice and innovation in low and no alcohol drinks



Despite the growth of the low and no alcohol category, only a third of consumers say they are satisfied with current products on the market, according to a new survey. So what can be done to improve them?

<https://www.foodnavigator.com/article/2021/10/05/consumers-demand-more-choice-and-innovation-in-low-and-no-alcohol-drinks>

Sugaronline E-Briefing

ASEAN: Rise in demand for sugar-free drinks

Soft drinks giant Coca-Cola says that there has been a rise in demand for beverages with zero-sugar and reduced-sugar formulations in the South East Asian region, according to Food Navigator Asia.

This trend became even more pronounced after the COVID-19 pandemic hit, it said. although the sugar-reduction trend was already on the rise in the soft drinks industry even before COVID-19 hit.

Coca-Cola Singapore and Malaysia Marketing Manager Rustam Gabaydullin said:“In the ASEAN (Association of Southeast Asian Nations) region, [we have seen] an increased demand for Coca-Cola Zero Sugar as this health consciousness rose and continues to rise amongst consumers.” Coca-Cola Zero Sugar uses sucralose and acesulfame potassium to replace sugar content entirely, other reduced-sugar Coca-Cola options (e.g. Coca-Cola Less Sugar or Coca-Cola Light) use only sucralose or a combination of these, whereas in Sprite and Fanta only sucralose is used.

FoodNavigator.com

PepsiCo plots additional price hikes, but remains optimistic about consumers' willingness to pay more



Higher prices for popular PepsiCo beverages and snacks currently rolling out in stores now and in the coming weeks are likely only the beginning, as the CPG giant revealed today that it is mulling another round of increases that will likely go into effect early next year.

<https://www.foodnavigator-usa.com/article/2021/10/05/pepsico-plots-additional-price-hikes-but-remains-optimistic-about-consumer-s-willingness-to-pay-more>

ED& F Man Research Daily News

Top Sugar Grower Is Googling How to Get Rid of Its Sweet Tooth – Bloomberg – Brazil may be the world’s largest sugar producer and exporter, but its citizens are turning to Google to figure out how to get rid of their sweet tooth. The number of Brazilians looking up “sugar free” on the platform is exploding to the highest level in more than a decade, according to Google Trends data cited by U.K. trading firm Czarnikow. That might help to explain why the nation’s sugar consumption dropped 2.9% in 2020 from a year earlier, outstripping the global decline of 2.2%, according to Czarnikow. In Brazil, there wasn’t tax increase on sugary products or other governmental measure to discourage the consumption as there was in Thailand and Mexico, for example, Czarnikow said in a report.