

## APPLICATIONS



Beverage



Dairy



Confectionery



Bakery



3in1 Sachet product



Syrups



Snacks



Sweetened frozen food



Sweetened creamer/  
Condensed milk

# HOLISTA

## Making Sugar Healthier

www.80less.info | 80less@holistaco.com



## Still Delicious With

# 80LESS™

Sugar plays an important role in food recipe formulation. With increasing pressure from the regulatory bodies as a result of public health concerns and consumer demand, many food and beverage companies are looking into solutions to reduce sugar in the recipe formulation. From the original recipe, in many cases reduction of sugar leads to significant changes in taste profile. This is a great challenge for many food and beverage companies.

Introducing a new innovation of sweetener that is potentially save up to 99% sugar usage while preserving original great tasty profile. Heat stable and highly adaptable into many applications.

## What is

# 80LESS™

A proprietary blend of sweeteners that give the excellent tasty result while reducing sugar usage. It is easy to use and highly versatile. Heat stable which means that the sweetness remain as tasty as it is freshly made even after ultra high temperature treatment. Performance of 80LESS™ has been proven consistent over thousands of trials.

The strength of 80LESS™ can be intensified to meet higher spectrum of sweetness, adding smoother and and rounder taste profile. 80LESS™ sweetener is available in 3 strengths - low intensity, high intensity and super intensity to meet various applications and fulfill the diverse needs of food manufacturers.

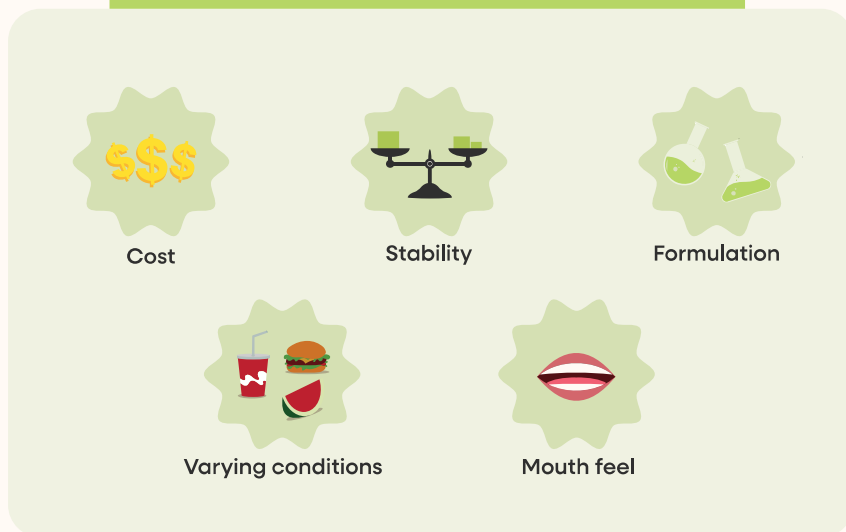


**80LESS™**  
a combination of

- Sucrose**  
(cane sugar)
- Sucralose**  
(derived from sugar cane and permitted for use in more than 100 countries)

	STEVIA	ASPARTAME	80LESS™	HFCS	XYLITOL	SUCRALOSE
Cost	\$\$\$\$\$	\$	\$	\$	\$\$\$	\$\$\$
Regulatory approval	Limited to countries	Yes	Yes	Yes	Yes	Yes
Heat stability	No	No	Yes	Yes	Yes	No
Closest to sugar	Need formulation	Difficult to formulate	99%	Easy to formulate	Easy to formulate	Easy to formulate
Ease of formulation	★★	★	★★★★★	★★★★★	★★★★★	★
After taste	Yes	Yes	No	No	No	Yes

### CHALLENGES ON REPLACING SUGAR



### 80LESS-A PERFECT SUGAR REPLICATOR

