

Sugar Reduction in Baked Goods: Mission Impossible?

*The solution from Symrise: Our research shows that consumers like a 30 % sugar-reduced biscuit with **symlife® Sweet Optimizer Baking MFC** as much as they like the full sugar version.*

www.symrise.com





The challenge

Sugar Reduction is on everyone's lips. The WHO has set goals for sugar reduction. Governments want to encourage more sugar-reduced products via specific regulations. NGOs as well focus on products with an above average amount of sugar.

And consumers? Research at Symrise has shown that consumers actively seek for sugar-reduced products in the bakery category and 75 % of the consumers can imagine choosing a sugar-reduced variant. At the same time consumers have different expectations towards sugar-reduced baked goods that we have translated into 3 Routes of Sugar Reduction.

Which of the following options do you prefer most/least for sugar-reduced baked goods?*
[in %]



* Symrise online survey in 11 countries in EAME (each n=100) / Relative importance scores (0 = not important; 100 = very important)

That is why the food and beverage industry works on solutions across all categories to get away from the unhealthy image of products with high sugar content. The activities target all routes of sugar reduction with a focus in the bakery category. The goal is to create an ideal match of sugar-reduced cookies with the full sugar versions and to achieve the same flavor profile that consumers like.

In this context the industry faces a major challenge. It has to rebalance the taste of the sugar-reduced product and to also adapt the complete recipe as sugar also impacts texture, color and mouthfeel of the product.

Why is sugar so important for baked goods? <i>Sugar is much more than just sweet. It influences the following parameters:</i>		
Texture		Color
Volume		Mouthfeel
Taste		Flavor



Symrise solution

Symrise has developed *symlife*[®] Sweet Optimizer Baking MFC (Multi-Functional Compound). It allows up to 50% sugar reduction in biscuits while keeping great taste as well as the optical and textural properties of the product. These characteristics help to address the consumer's desire for healthier and more nutritious product formulations. It also enables product recipes delivering an ideal match with traditional sugar-content products or those that taste familiar.



30% sugar-reduced biscuit

with 16.8% sugar and
7.2% 998633 *symlife*[®] Sweet
Optimizer Baking MFC



50% sugar-reduced biscuit

with 12% sugar and
12% 998633 *symlife*[®] Sweet
Optimizer Baking MFC

Consumers liked a 30 % sugar-reduced biscuit with Symrise's *symlife*[®] Sweet Optimizer Baking MFC as much as they liked the full sugar version in a consumer acceptance test. Therefore, the *symlife*[®] Sweet Optimizer Baking MFC from Symrise offers a perfect solution to create an ideal match.



Your benefits

symlife® Sweet Optimizer Baking MFC by Symrise rebalances sugar-reduced product formulations in terms of sweetness perception, mouthfeel, flavor profile and...

... You can easily apply it in your recipe by replacing up to 50 % of sugar 1:1 as a compound of flavor and bulk ingredients.

... provides the same complex properties as sugar in baked goods (e.g. texture, volume, mouthfeel, browning, color...).

... enables ingredient lists that consumers understand in line with applicable EU legislation (Soluble Fibers, Natural flavors).



Why Symrise

Taste balancing is one of Symrise's global core taste competences with a long history of more than 20 years of experience, strong research activities and track record in delivering successful solutions in sugar reduction projects.

Symrise is the industry leader in natural taste balancing solutions. It holds the highest number of patents in this area and provides regulatory compliant solutions that have been thoroughly tested.

Symrise bases its in-depth consumer and market understanding on extensive unique research and its highly-competent technical teams. They provide application consultancy and make us a preferred partner for your sugar reduced product formulations.



Get rid of sugar,
keep great taste!

Do you want to learn more how to reduce sugar in your recipes – Contact us!

For individual solutions,
kindly contact your
responsible sales person.

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