

Guilt-free pleasure.
Sugar-free chocolate with Isomalt.

Allowing oneself an occasional treat feels good and doing so guilt-free is even better. More than one in three consumers worldwide typically buy chocolate to improve their mood and to indulge or reward themselves. At least half of them, however, say they want to avoid sugar because they wish to eat more healthily. Though often this has ruled out chocolate, it can now be combined with a healthy lifestyle thanks to sugar replacers such as Isomalt.

Isomalt makes conscious treats with no-added sugar or as sugar-free option possible! It is low GI, made from beet sugar and has half the calories of sucrose. Being low glycaemic, it helps to keep blood sugar levels steady. It has a sweetness profile similar to sucrose, without the undesirable cooling effect of other polyols, and the technical foundations to help you create chocolaty success. This makes it the sweetest deal for both brand owners and consumers.

N°1

Chocolate is the first word that pops to mind when consumers hear the word **"treat"**.

55%

Typically 55% of households worldwide **buy** chocolate confectionery **as part of their grocery shopping**.

20%

1 in 5 US consumers are **increasing their chocolate** consumption.

Sources: NCA Annual Review: Sweet Insights – State of Treating 2021, Innova Catergory Survey 2020, Mintel: The future of chocolate-sugar-gum confectionery 2020. Innova Category Insider Report on Chocolate Confectionery 2021 and BENEO's Health & Nutrition Survey, US 2021.

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Create chocolate with attention for blood sugar management.

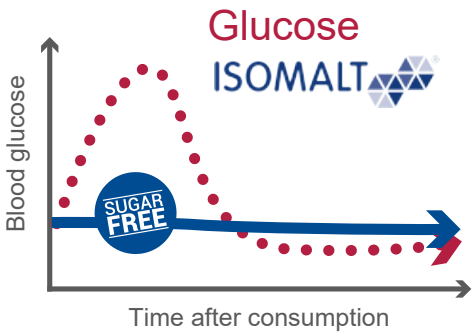
Reformulate popular products to fit a healthy diet. Low-glycaemic ingredients release their glucose content more slowly and in a balanced way. This gives many health advantages to the consumer who likes to enjoy an occasional chocolate treat.

Isomalt has the added advantage of not releasing any glucose into the bloodstream. It ups the feel-good factor of sugar-free and sugar-reduced chocolate by helping to keep blood sugar levels stable. By combining with natural sweeteners such as stevia, the rich taste consumers desire in chocolate is easily achieved.

Isomalt is low hygroscopic which prevents lumping of the mixture and provides stability of finished chocolate stored in more humid climates. Moreover, its sugar-like texturizing properties give chocolate a nice natural snap.

Recipe: Sugar-free dark chocolate, with no added sugars

INGREDIENTS (% w/w)	Chocolate
Isomalt	46
Cocoa liquor	45
Whole milk powder	-
Cocoa butter	9
Minor ingredients (e.g. hazelnut paste, emulsifier, flavour, sweeteners)	q.s.





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