

STEVIOL-GLYCOSIDES FROM STEVIA

sweet and free of calories



What is Stevia?

Stevia rebaudiana Bertoni is a perennial herb growing originally in South America. The steviol glycosides in its leaves make them taste very sweet. The steviol glycosides obtained from Stevia leaves can be used as sweeteners to replace sugar in foods and beverages.

High sweetening power: Stevia extracts are about 200–350 times sweeter than household sugar. The most important steviol glycosides responsible for the sweetness are: stevioside, rebaudioside A, rebaudioside C and dulcoside A.

With a good conscience: Steviol glycosides are free of calories and mild on the teeth. They do not affect blood sugar levels, which makes Stevia is especially suitable for diabetics.

Approval of steviol glycosides in the EU:

After a long process, the EU Commission approved steviol glycosides obtained from the Stevia plant as food additives on 11 November 2011.

This opens up many applications for this interesting sweetener in the food industry. Stevia can only be used under certain application conditions.

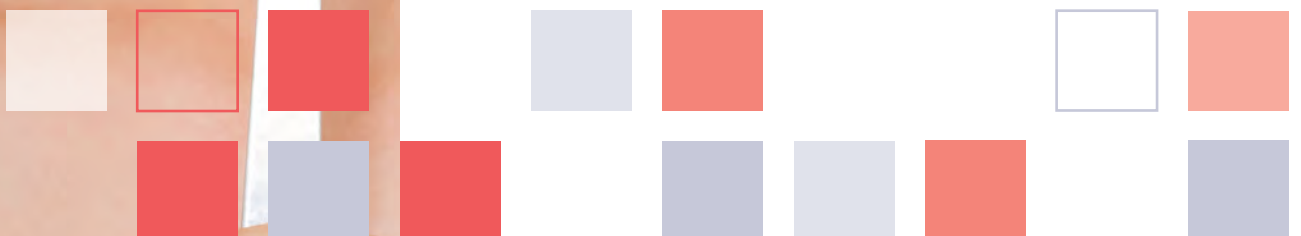
The EU approval applies to a total of 31 categories of foodstuffs from sweets, to preserves and soft drinks, to table sweeteners. Quantitative limits are specified for each of these product categories as a way to ensure the ADI (acceptable daily intake), defined by the European Food Safety Authority as 4 mg per kg body weight per day, is not exceeded overall. These quantitative limits are defined in steviol equivalents. As before, only steviol glycosides of 95 percent purity are considered non-hazardous to health under consideration of the ADI.

EU regulation:

Do not hesitate to contact us should you have any questions about current EU regulation, for calculating the steviol equivalent, for example. We will gladly help you determine the allowed dosage.

Co-branding:

In agreement with our partner **Stevia Natura**, you may use the **Stevia Natura** logo on your product packaging when using our extracts. This logo has high recognition value for consumers, where the combination of a Stevia leaf and the words "Stevia Natura" clearly indicates the use of steviol glycosides.



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Why is quality especially important when it comes to steviol glycosides?

A high quality Stevia extract stands out not only for its purity but also, and more importantly, for its consistent quality.

The ratios of the various steviol glycosides in the plant can vary greatly depending on the conditions in which the plant grows. Accordingly, the contents of many Stevia extracts also vary greatly.

Only an extract with consistently standardized quality can guarantee consistent product quality. IMPAG supplies Stevia at European Premium quality to meet this very demand. An organic certificate is available for the Stevia leaves used.

IMPAG guarantees:

- High purity and consistent quality, and thus a highly pure sweet taste
- Highly standardized extracts (consistent sweetening power of the Stevia products)
- Sustainable agriculture and fair trade with the growers
- Production of the steviol glycosides in Europe (methanol-free)
- Stringent quality controls
- Experience and know-how in the launch of foods containing Stevia

Available product variants:

- Mixed steviol glycosides 95 %
- Steviol glycosides 95 % – Rebaudioside A 60 %
- Steviol glycosides 95 % – Rebaudioside A 80 %
- Rebaudioside A 98%

Steviol glycosides at a glance:

- Sweetener from the leaves of the Stevia plant
- Alternative to sweetening with sugar or other artificial sweeteners
- Free of calories
- Mild on teeth
- Suitable for diabetics
- Highly soluble in water
- Stable in broad pH ranges, also in soft drinks
- Withstands heating and freezing
- Of particular interest for concepts marketed under a "natural" claim

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