

Sweetness Modification Technology: SweetTech™

Bell Flavors & Fragrances understands the challenges that come with creating delicious products that satisfy the ever changing desires of today's consumer. That's why Bell's industry leading team of culinary experts have developed BellTech™ SweetTech™, a line of sweetness modification technologies, to ensure your products taste and react in a way that your consumers love.

Why Do I Need Sweetness Modification?

US Consumers

74%

Of consumers feel that a healthy diet is low in sugar

US Consumers

67%

Of US consumers are actively trying to reduce the amount of sugar they intake

World Health Organization

-54%

Recommended decrease in sugar consumption by the average consumer

Product Releases

+57%

More products with reduced or no sugar claims in the past year

SweetTech™ Benefits

There are many reasons why your product could use a sweetness modification technology. Some of the most prevalent are:

Off Flavor Masking

Increase sweet notes to eliminate existing undesirable flavors

Create "Healthier" Foods

Maintain flavor while removing sugar for health & labeling purposes

Impressive Flavors

Create flavor profiles that leave consumers craving more

Supplement Existing Sweeteners

Enhance existing sweeteners (i.e. Stevia, Monkfruit, etc.)

Bell's Custom Technology: Sweetech™

BellTech™ Sweetech™ comprises a range of flavors that deliver a full, rounded sweetness profile similar to that of sucrose. Sweetech™ flavors provide numerous performance benefits to consumers and food manufacturers and provide a compliment or alternative to high intensity sweeteners. Flavors within the Sweetech™ range possess different taste or ingredient label attributes, and the appropriate Sweetech™ flavor can be selected by Bell technical staff based on customer, application, and label requirements.

Bell's sweetness modification technology can be applied across categories to help perfect a product's taste. Some common applications we see are, **but not limited to:**



Bakery



Beverages



Confection



Sauces & Dips



Sweet



Snacks

The Proof

Through Bell's internal Sensory & Consumer Sciences team, Sweetech™ was evaluated in a pineapple passionfruit refresher, using a descriptive panel of qualified Bell Employee panelists. **The results are as follows:**

When utilizing BellTech™ Sweetech™ flavor, the perception of sweet taste dramatically increased while the perception of bitter taste decreased significantly.

Perception of
sweet taste increased



Perception of
bitter taste decreased



Contact your sales rep to try our readily available Sweetech™ demos



Reduced Sugar Ruby
Granola Bar



Strawberry Kombucha Alcopop
(5% ABV)