

# Revealing the Benefits of Cereal Products with SweetPearl®

An appealing taste combined with a balanced nutritional profile is one of the keys to a successful new food product.

To satisfy consumer expectations, one particular sugar-free ingredient is a must: SweetPearl®, Roquette's maltitol. High gustatory quality; ease of use; nutritional values: SweetPearl® brings multiple benefits to cereal product development, all of them under the banner of taste and innovation!

SweetPearl® is a sweetener made from cereals (wheat or maize) with a natural sweet taste.

Thanks to physico-chemical properties close to those of sugar, SweetPearl® makes it possible to optimize the gustatory quality of cereal products with reduced or zero sugar content.

The flavor intensity of SweetPearl®'s sweetness is virtually identical to that of sucrose (90%). Furthermore, SweetPearl® performs the filler role of sugar

and delivers the texture expected of the biscuit. SweetPearl®'s crystalline form – very close to that of sugar – preserves the texture of cereal products so much valued by the consumer contrary to intense sweeteners.

SweetPearl® also makes product development easier because it can be adapted to any recipe and any manufacturing processes and equipment.

SweetPearl® is 100% sugar-free, adding around only half the calories of sugars (2.4 kcal/g in Europe) and has a low glycemic index (29).

SweetPearl®'s benefits help reach claims opportunity on the packaging of finished products: "more fruit, less sugars", "more cereals, less sugars", "reduced/low sugars", "with no added sugars", etc.

The appealing sweetness of SweetPearl®, in biscuits, cereals and pastries, helps create cereal products that deliver flavor, inventiveness and nutritional benefits. SweetPearl®



Puratos' Puravita Breakfast

SweetPearl® used in biscuits

therefore offers consumers exciting new choices and a set of advantages that make all the difference when the purchasing decision is made. ■

