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# **Sense Capture Stevia**

## **Stevia flavour solutions**

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# Sense Capture Stevia

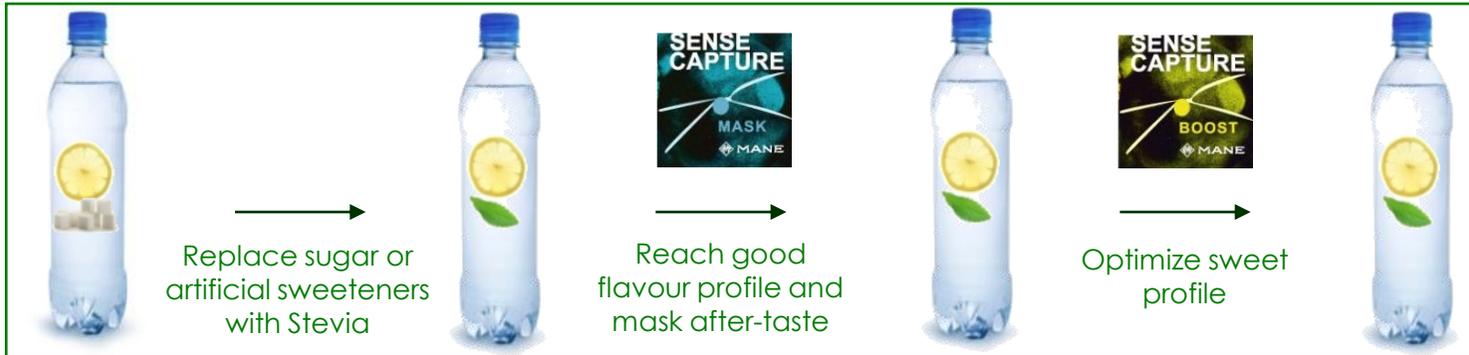
## Stevia flavour solutions, by Mane

As it is natural and with 0 calorie, Stevia has become one of the best alternatives to artificial sweeteners for **sugar reduction** or **replacement**.

However, formulation with Stevia extracts is **highly challenging** because of off-tastes perception in the finished product.

**Sense Capture Stevia flavour solutions** have been specifically designed to develop consumer-winning drinks, dairy and confectionery products, leveraging **proprietary taste enhancing** and **masking substances**.

- **Reduction of the off-notes:** bitterness, liquorice, astringency and lingering effect
- **Enhancement of sweet perception**



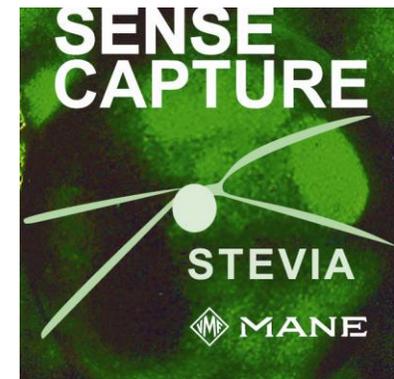
For more information on Sense Capture Stevia, please contact MANE EMEA: +33 4 93 09 70 00

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MANE is directly involved in the fast-growing Stevia extracts business via its joint-venture S.I.E (Stevia Internacional Europe).

From September 2013, **S.I.E and Stevia Natura** combine their strengths and skills to create the European leader for Stevia extraction.

*For more information, press release on the next page*



## Press release

September 3<sup>rd</sup> 2013

### Stevia Natura and Stevia Internacional Europe announce their alliance to create the European leader for Stevia extraction

**Stevia Natura**, a French company considered as the pioneer in Stevia extraction, production and marketing of steviol glycosides, and, **Stevia Internacional Europe** with its partners : the co-operative agro-industrial group Cristal Union with its subsidiary Cristalco, the flavor and fragrance producer V.Mane&Fils, and the specialties distributor Lavollée with its subsidiary Firmalis, decide to join their strengths and skills to create the only European player capable of producing and marketing steviol glycosides extracted from Stevia rebaudiana in Europe, ensuring a high quality "made in France" product.

The merger of these two partners will allow to finalize the construction of a new industrial purification unit near Clermont-Ferrand in central France and to enrich their product ranges. Following the market evolution, the production capacity of the factory could reach 400 tons per annum. This new plant will comply with the most demanding quality standards of HACCP and GMP (Pharma). The Pharmaceutical grades with high purity are undergoing approval by some pharmaceutical manufacturers.

Other main advantages of this alliance include sharing experiences and complementary knowledge to ensure the traceability of extracts and manufacturing capabilities which comply with occidental standards and European regulations. This is an enormous guarantee for customers who currently face no transparency, in particular for products coming from Asia.

Joel Perret, chief executive officer of **Stevia Natura**, declared: «At the time of this market is going to really take off in the European food industry the combined technical & commercial offer by **Stevia Natura** and **Stevia Internacional Europe** will reply to market opportunities throughout a safe sourcing and a finish product quality from a 100% French facility.

Hervé Ory Lavollée, chief executive officer of Lavollée, asserted: "From an operational perspective, **Stevia Natura**, which is at the pinnacle of technical competence in our territory, will rely on the sales teams of the three other partners. **Stevia Natura** will concentrate its strengths on the production, Research and Development, especially in the development of quality products adapted to the needs of the various target markets, and analytical methodologies. The sales teams of the partners will concentrate on business development in France, extending into the EU via their existing networks".

Patrick Verlaque, Vice-president EMEA and Director of Aromas of V.Mane&Fils underlines: "About taste profile, there are many possibilities to optimize products by working on the profile of natural flavors. V.Mane&Fils has a long term experience of elaborating natural flavoring raw materials; thanks to our creative teams and sensory experts that allow us to offer full assistance to customers for their new product developments. We have repeatedly checked the quality of Stevia Natura's extracts in applications with sustainable success".

Alain Commissaire, Chairman of CristalCo, concluded: "The combination of a French producer of stevia extract, a sugar producer, a Flavor manufacturer and a distributor of specialties is unique and complementary for the development of this sweetener. The sales force of CristalCo, the aroma expertise and technical support for flavors of V. Mane&Fils, the sales network of distribution group Lavollée SA and the technical expertise of Stevia Natura are indeed key assets to develop these markets with a range of products made in France according to the quality standards of the European Union. "



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