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US FDA approves SweeGen’s next gen stevia sweetener

Ready for use in creative food and beverage innovations, SweeGen’s Bestevia Rebaudioside B has received the GRAS (Generally Recognized As Safe) Letter of No Objection from the US Food and Drug Administration (FDA).

By **Pooja Yadav** | March 18, 2021



us-fda-approves-sweegens-next-gen-stevia-sweetener

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Status expands food and beverage manufacturers sugar reduction solutions

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Health, wellness, and lifestyle modifications are on the mind of most consumers as pandemic conditions have them moving away from artificial sweeteners and sugar. More consumers are embracing nature-based stevia sweeteners and clean-label ingredients in their food and beverages.

The drink market is responding as a surge of new global drink launches containing stevia are on the rise, with North America leading, as reported by Mintel in a sugar reduction analysis.

As brands are under pressure to reduce sugar, yet charged with creating great tasting products, the GRAS status qualifies Reb B as one more high-purity nature-based sweetener with a unique sensory profile to join Sweegen's expansive stevia portfolio, including the highly sought-after Rebs D, E, I and M.

Bestevia Reb B is a next-generation stevia sweetener because it is only found in trace amounts in the stevia leaf, much like its sweet-tasting counterparts in Sweegen's non-GMO stevia nature-based sweetener portfolio. Since the best tasting sweetener molecules are found in such small quantities in the leaves, SweeGen uses its proprietary bioconversion technology to produce a range of sustainable stevia sweeteners with assured quality, regulatory compliance and competitive prices.

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