NEWS | INGREDIENTS

Oobli joins MISTA to accelerate sweet protein innovation

Partnership will unlock new opportunities to sweeten foods and beverages at the scale

By **Shraddha Warde** | November 4, 2024



Oobli-Logo-Navy--1 Logo

> WordPress post #33635

Partnership will unlock new opportunities to sweeten foods and beverages at the scale

Oobli, the leading global sweet protein brand known for its innovation in protein-sweetened food and beverages, has joined Givaudan entity, MISTA, the invite-only food innovation platform that unites food companies to help transform the global food system. MISTA's state-of-the-art development labs and commercial kitchens will showcase the countless applications of protein-sweetened food and beverages.

Derived from fruits and berries that grow near the equator, Oobli sweet proteins can not only replace sugar and other sweeteners but can also be used in tandem with other natural sweeteners to enhance sweet food profiles. A small amount of sweet proteins goes a long way. These plant-based proteins are up to 5,000 times sweeter than sugar and metabolise in the body like any other dietary protein, the large-molecule building blocks of our bodies.

"MISTA is excited to bring Oobli's healthy and climate-friendly sweetener to the platform," said Scott May, founder and head of MISTA. "Oobli is a proven sweetener — the first company to gain an FDA no-questions letter for a sweet protein — that has huge potential to entirely reshape how we sweeten products."

Read online: https://nuffoodsspectrum.in/news/11/21668/oobli-joins-mista-to-accelerate-sweet-protein-innovation.html
© 2026 NUFFOODS Spectrum. All rights reserved.