

## Sweet Innovation: Sugar Reduction Ingredient

In the constant search for better dietary choices, sugar reduction has become a top priority.

Both [consumers](#) and [authorities](#) have been demanding reduced sugar as part of healthier eating. Yet, everyone wants the sweetness, texture and mouthfeel of sugar. As a result, food manufacturers are looking for ways to reduce sugar without compromising its functional and sensory properties.

### The Bitter-Sweet Sugar Dilemma

Sugar has long been a staple in our diets, adding sweetness to everything from beverages to baked goods. However, its pervasive presence has led to a public health crisis, with many individuals consuming far more sugar than is recommended for optimal health. In addition, government initiatives such as the [FDA requirement](#) for nutrition labels to report added sugars, are affecting consumers and manufacturers alike.

Finding a solution to this dilemma — one that preserves the taste and texture we love while reducing the negative health impacts — is a pressing concern.

### A Sweet Solution Emerges

GOFOS™ is a sweet soluble prebiotic fiber (sc-FOS) derived from natural sources like beet sugar. What sets GOFOS™ apart is its remarkable ability to mimic the sweetness of sugar with only half of the calories or negative health effects. This makes it an ideal replacement for sugar in various food and beverage products, from confectionary applications to bakery, and nutraceutical solutions.

### GOFOS™ Triple Treat

This one sweet ingredient offers three critical solutions:

1. **Sugar Reduction:** GOFOS™ offers a unique opportunity to reduce sugar content without compromising taste. Since it also possesses organoleptic properties similar to those of sugar, it is easy to substitute one for the other. By replacing unhealthy sugar with healthy GOFOS™, food manufacturers can create products lower in sugar without sacrificing flavor.
2. **Fiber Enrichment:** In addition to its sweetening properties, GOFOS™ serves as an excellent source of dietary fiber. Fiber is essential for digestive health, promoting regularity and supporting a healthy gut microbiome. By incorporating GOFOS™ into their products, manufacturers can boost the fiber content, meeting the increasing demand for fiber-rich foods.
3. **Prebiotic Effect:** Another important characteristic is the health benefits. A strong and efficient prebiotic, GOFOS™ nourishes the beneficial bacteria in the gut. A healthy gut microbiome is crucial for overall health, with links to immune function, mood regulation, and even weight management. By promoting the growth of beneficial bacteria, GOFOS™ helps support gut health and overall well-being.

### **Tasty Versatility**

The versatility of GOFOS™ makes it an attractive option for a wide range of food and nutraceutical applications. From yogurt, granola, and protein bars to ice cream and nutraceutical products, GOFOS™ can be seamlessly incorporated into various products to achieve sugar reduction and fiber enrichment, while providing an effective prebiotic effect.

Moreover, GOFOS™ offers numerous benefits for both consumers and manufacturers. Consumers enjoy a guilt-free way to satisfy their cravings while supporting their digestive health. As for manufacturers, it opens up opportunities to create healthier product formulations without compromising taste or texture.

### **The Sweet Step Forward**

By offering a triple solution in one ingredient—sugar reduction, fiber enrichment, and a prebiotic effect— GOFOS™ is the natural answer to sugar reduction and improved health. It is a game-changing ingredient, marking a step forward in the quest for better nutrition and well-being.