



Logic[™]
sweet

U.S. Patent no. US 8,628,816

Sweeter than Sugar
Formula derived from
Sugarcane

Sugar Substitute Market Predicted to Reach US\$ 28.57 Billion by 2033

NEWARK, Del, Oct. 10, 2023 (GLOBE NEWSWIRE) -- The [sugar substitute market](#) is likely to hold a valuation of US\$ 28.57 billion by 2033. As of 2023, the market value is US\$ 17.13 billion. The demand for lower-calorie alternatives is witnessing growth, making the sugar substitute market grow by 5.2% from 2023 to 2033.

As the world fights lifestyle-related chronic diseases like hypertension, diabetes, and obesity, the demand for [artificial sweeteners](#) such as stevia, monk fruit extract, and erythritol will likely experience an exponential surge in the near future. These sweetening solutions are curated to replicate regular sugar's exact taste and texture without increasing blood sugar levels, making it an excellent choice for health-conscious individuals.

Source **yahoo!finance**

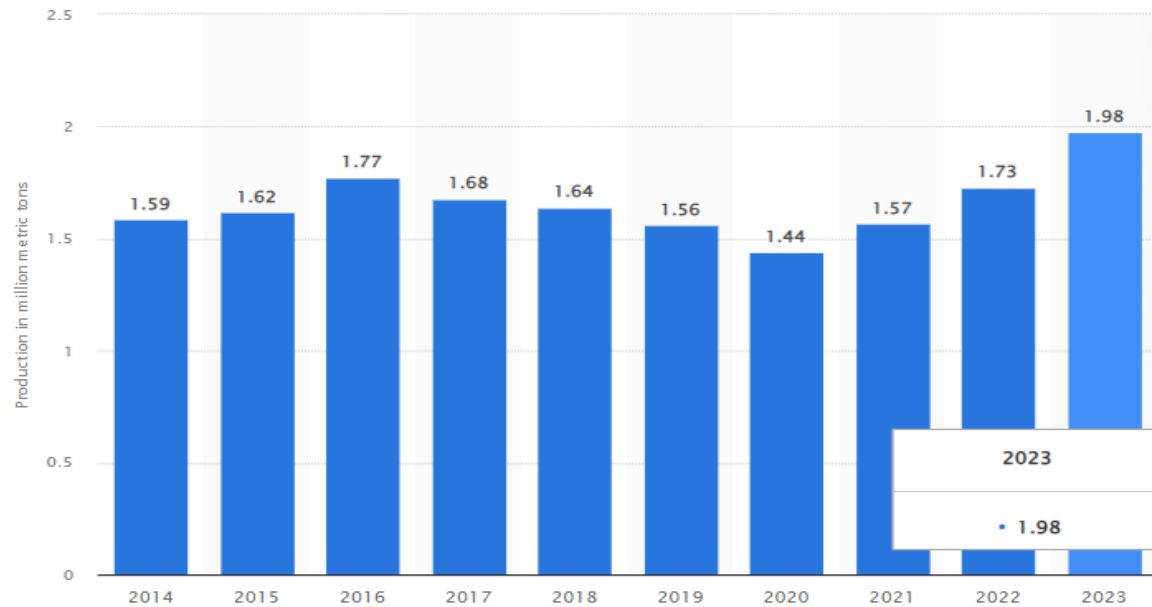
Asia Pacific Region



Data Bridge Market Research analyses that the sugar substitutes market was valued at 8.78 billion in 2022 and is expected to reach the value of USD 18.41 billion by 2030, at a **CAGR of 9.7%** during the forecast period of 2023 to 2030.

Malaysia Market

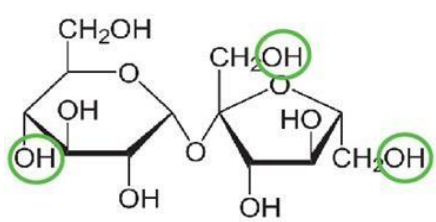
Production of refined sugar in Malaysia from 2014 to 2023
(in million metric tons)



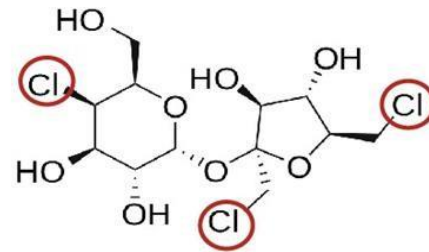
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1,980,000 tons. 2 major players –
MSM 64% , CSR 36%

ABOUT Logic™ Sweet



Sucrose (table sugar)



Sucralose



Proprietary blend of
sucrose and sucralose
(both from sugar cane)



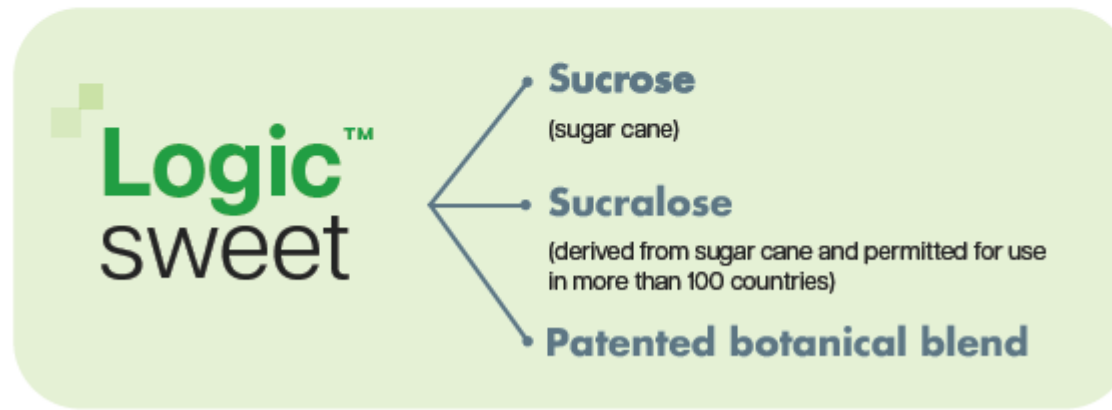
Approved all over the
world



Unique physical
process

What is **LogicTM** sweet ?

LogicTM sweet is a combination of sucrose and sugar cane derived sucralose, enhanced with our patented botanical blend.



Sweetness level: 5 - 300 times of sugar sweetness

It behaves almost exactly like pure sugar and can be used as a replacement for cane sugar in all food applications.

Logic™ Sweet - an ideal sugar replicator

- Sweetness Intensity
- Temperature Stability Replication
- pH Stability Replication
- Flavor Carrier Functionality
- Taste Profile Replication
- Physical Structure Replication



BENEFITS



Up to 99% calorie & sugar usage reduction (powerful label claims)



Same sensory as sugar



Same sensory and stable taste in different temperatures and conditions



Easy re-formulation



No after taste

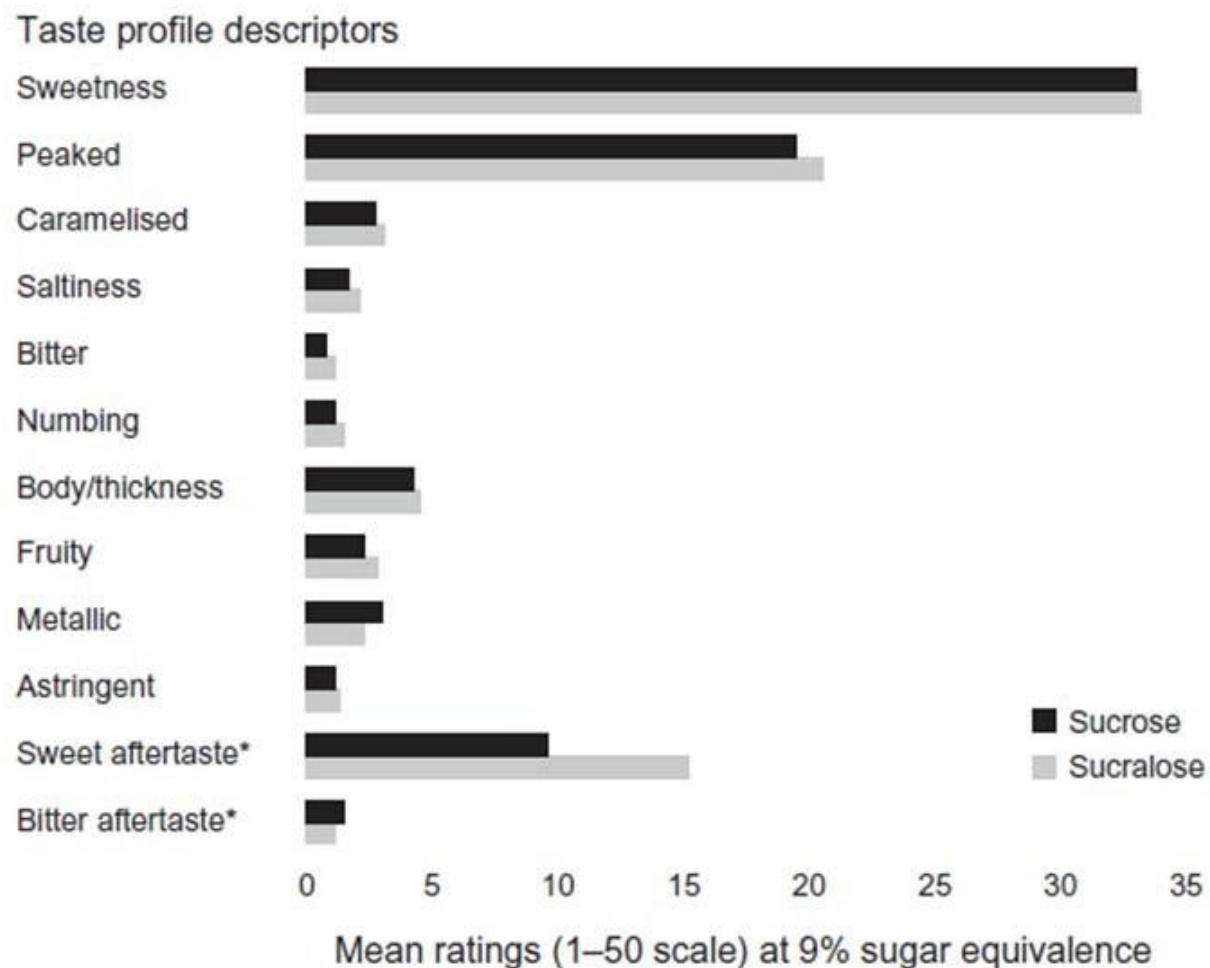


Shelf stable in solid and liquid phase



Shelf stable in both acid and alkaline states

EXCELLENT COMBINATION TO PARTNER WITH SUCROSE



*Aftertastes measured at 60 s

Taste profiles of sucralose and sugar:

Comparison With Common Sweeteners In The Market

	STEVIA	ASPARTAME	Logic [®] sweet	HFCS	XYLITOL	SUCRALOSE
Cost	\$\$\$\$\$	\$	\$	\$	\$\$\$	\$\$\$
Regulatory approval	Limited to countries	Yes	Yes	Yes	Yes	Yes
Heat stability	No	No	Yes	Yes	Yes	No
Closest to sugar	Need formulation	Difficult to formulate	99%	Easy to formulate	Easy to formulate	Easy to formulate
Ease of formulation	★★	★	★★★★★	★★★★	★★★★	★
After taste	Yes	Yes	No	No	No	Yes

NO SUGAR LICENSING

- HS Code of sugar: 1701 9990
- HC Code of 80LESS™: 2106 9099
- Administrative savings

ISNIN, FEBRUARI 25, 2019

PORTAL RASMI
KEMENTERIAN PERDAGANGAN DALAM NEGERI DAN HAL EHWAL PENGGUNA

KPDNHEP Perdagangan Kepenggunaan Francais More Panel

Laman Utama > Pengurusan Lesen Import dan Eksport Gula

Pengurusan Lesen Import Dan Eksport Gula

► Kebenaran Di Bawah Akta Kemajuan Petroleum (PDA)

► Lesen Bagi Barang Kawalan Berjadual

► Lesen Jualan Langsung

► Lesen Timbang dan Sukat

► Permit Ejen Pemilikan Semula (EPS)

a) Pengenalan

Pada 2 Februari 2015, KPDNKK telah mengambil alih portfolio pengeluaran permit import dan eksport gula daripada MITI selaras dengan Perintah Kastam (Larangan Mengenai Import / Eksport) (Pindaan) 2015. Bermula dari tarikh tersebut, Kementerian ini telah dipertanggungjawabkan untuk memproses permohonan import dan eksport gula.

b) Tatacara Pendaftaran Syarikat (Baru / Sedia ada)

- Permohonan permit (AP) import / eksport gula adalah secara atas talian melalui sistem ePermit;
- Pemohon baru (pertama kali memohon) perlu mendaftar di laman web <http://reg.dagangnet.com>;
- Bagi pemohon sedia ada, status existing bermakna pemohon / pengguna telah menggunakan modul lain dalam sistem ePermit dengan Dagangnet/ agensi Kerajaan

Sugar-Free Definition



U.S. FOOD & DRUG
ADMINISTRATION

- “Sugar Free”: Less than 0.5 g sugars per RACC and per labeled serving (or, for meals and main dishes, less than 0.5 g per labeled serving).

World's First Sugar-Free 3-in-1 Chocolate Premix

MY CO2 GROUP SDN BHD
13221022-00-000000-0000
MY CO2 (PG) SDN BHD | SAMM No. 384
13221022-000000-000000-0000
MY CO2 (KL) SDN BHD | SAMM No. 564
13221022-000000-000000-0000
MY CO2 (JB) SDN BHD | SAMM No. 752
13221022-000000-000000-0000
MY CO2 CERTIFICATION SDN BHD
13221022-000000-000000-0000
MY CO2 SDN BHD
13221022-000000-000000-0000

A group member of **LMS COMPLIANCE LTD. (SGX: LMS)**

myCO2 **IGC-MRA** **STANDARDS MALAYSIA** **myCO2** **IAF** **STANDARDS MALAYSIA**


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lmscompliance.com
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Certificate of Analysis

Lab Ref No.: **AL2402-D09471** SN: **RS7352911331478818** Page 1 / 1


Nur Aniqah Wardiah Bt Suhaime
Chemist
IKM No.: L2086/7071/15
AN1: RA1337610726375640

HOLISTA BIOTECH SDN BHD (638957 - P)
UNIT 1201, 12th FLOOR,
AMCORP TRADE CENTER, PJ TOWER,
18, JALAN PERSIARAN BARAT,
46050 PETALING JAYA SELANGOR
MALAYSIA

Date of Received: 2024-02-08
Date of Commence: 2024-02-16
Date of Completion: 2024-02-16
Date of Issue: 2024-02-19

Sample Marking: Chocolate Drink (80LessHi-100)
Sample Description: One food sample

Test Description	Unit	Result(s)	Method or Equipment Used
Fructose	g/100ml	ND <0.1	MY/STP/382 based on GB 5009.8 - 2016 (HPLC)
Lactose	g/100ml	ND <0.1	MY/STP/382 based on GB 5009.8 - 2016 (HPLC)
Sucrose	g/100ml	ND <0.1	MY/STP/382 based on GB 5009.8 - 2016 (HPLC)
Maltose	g/100ml	ND <0.1	MY/STP/382 based on GB 5009.8 - 2016 (HPLC)
Glucose	g/100ml	ND <0.1	MY/STP/382 based on GB 5009.8 - 2016 (HPLC)
Total Sugars (Sum of glucose, fructose, sucrose, lactose & maltose)*	g/100ml	ND <0.1	MY/STP/382 based on GB 5009.8 - 2016 (HPLC)

- END OF REPORT -

The above result(s) based on sample submitted. We shall not be responsible or liable for any damages or losses arising thereof.

This report is solely for circulation, advertising or legal proceeding purpose and cannot be reproduced except in full without written approval of the laboratory. **Test report issued by MY CO2 (KL) Sdn. Bhd.** Symbol * denote test not accredited; Symbol + denote test externally provided and accredited at SAMM584; Symbol ++ denote test externally provided and accredited at SAMM752; Symbol # denote test externally provided and accredited. The replacement report is indicated with Tr suffix to the original lab ref. no. Symbol V denote the designated revision number. The latest revision number shall deem to be the final replacement report. Electronic signature in compliance to 21 CFR Part 11.

0.388kgCO₂e/COA

Authentication

Logic™ Sweet

Logic™ Sweet

Proposed Products

Sugar Replacement:

- 🔴 Specially Developed Low Sugar Powder

Low Sugar Sauces:

- 🔴 Chilli sauce
- 🔴 Rojak sauce
- 🔴 Tomato sauce

**Low Sugar Condensed Milk/
Sweetened Creamer**

Reduced Sugar Cocoa Premix

Reduced Sugar Coffee Premix

Low Sugar Caramel

Sugar Replacement:

- ❖ Specially Developed Low Sugar Powder



Low Sugar Sauces:

- 🔥 Chilli sauce
- 🔥 Rojak sauce
- 🔥 Tomato sauce



Low Sugar Condensed/ Sweetened Creamer



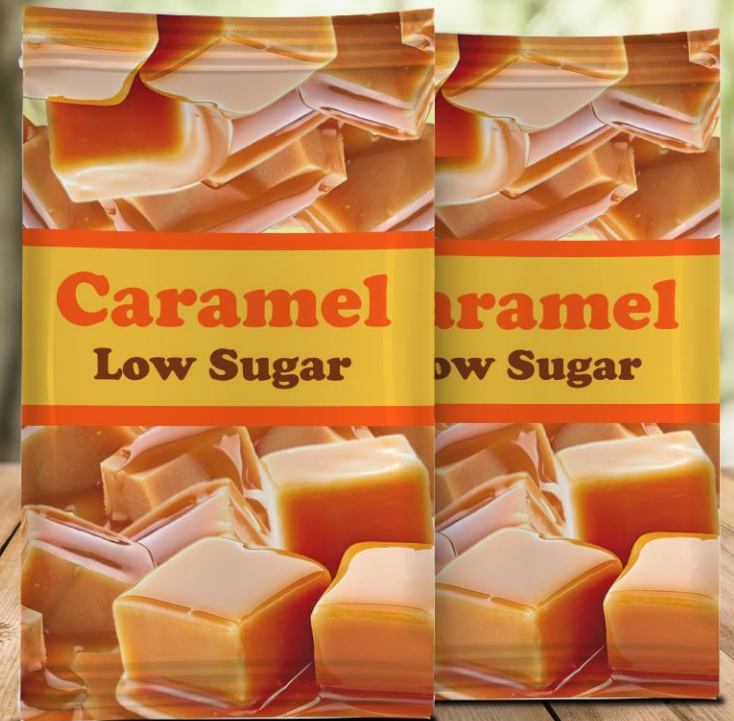
Reduced sugar cocoa premix



Reduced sugar coffee premix



Low Sugar Caramel



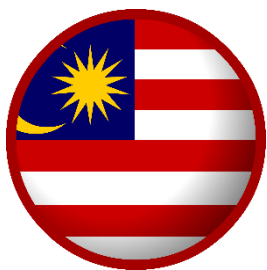
Case Study - 3- In-1 Sachet

<u>Original Formulation</u>	Costs (RM)
White Coffee	X
Instant Coffee 4.0g	X
NDC 18.0g	X
Sugar 12.0g	X
Maltodextrin 4.0g	X
<u>Newly Formulation</u>	
White Coffee	X
Instant Coffee 4.0g	X
NDC 18.0g	X
Hi80less X gm	X
Maltodextrin 4.0gm*	X
Cost Savings (Sugar)	20- 33%

Our Success Stories



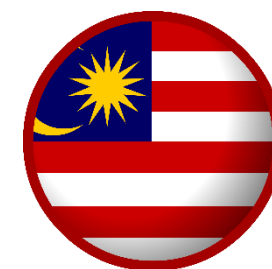
Helped avoid sugar tax





Huge Savings Achieved From Reformulation

FLAVORS	Hi	Normal	Diff	Saving % (sugar only)
MANGO	0.076	0.12	0.04	35%
APPLE	0.072	0.11	0.04	37%
LYCHEE	0.070	0.11	0.04	33%
CHRYSTEA	0.061	0.10	0.04	39%
ORANGE	0.067	0.11	0.04	37%
SOYA	0.054	0.07	0.02	27%
REXBERRY	0.077	0.12	0.04	33%
LEMON T	0.078	0.11	0.03	31%



“3 In 1 Sugar Free” Coffee

Malaysia’s 3 In 1 OEM manufacturer of
Coffee sachets.

Multiple flavours





Thank You