



**Logic**<sup>™</sup>  
sweet

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

- Up to 99% sugar reduction
- Cost saving
- Heat stable/Acid stable
- JAKIM halal certified
- Permitted for use in over 100 countries
- No sugar license required
- Safe for all age and population groups



**Logic**<sup>™</sup>  
sweet

Sugar taste profile with

**99%** **Sugar reduction**



**HOLISTA**

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## Anwar urges Malaysians to reduce sugar intake following Asia's top diabetic nation label



Excessive sugar consumption is linked to:



Heart Disease

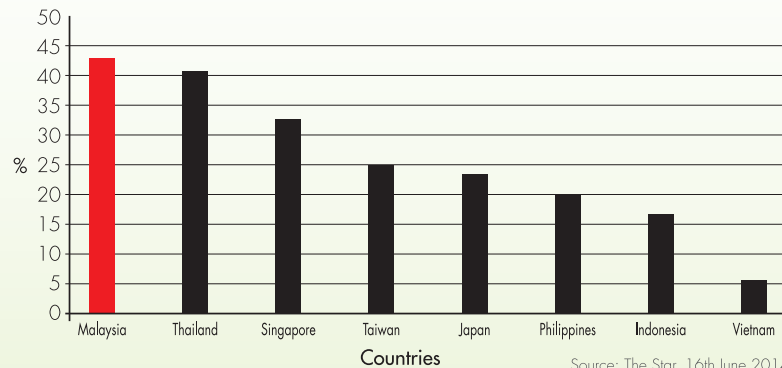


Diabetes



Obesity

Adult Prevalence in Asian Countries  
(Overweight & Obesity)



Source: The Star, 16th June 2014

WHO collaborating centre for obesity prevention - Deakin Uni, Australia

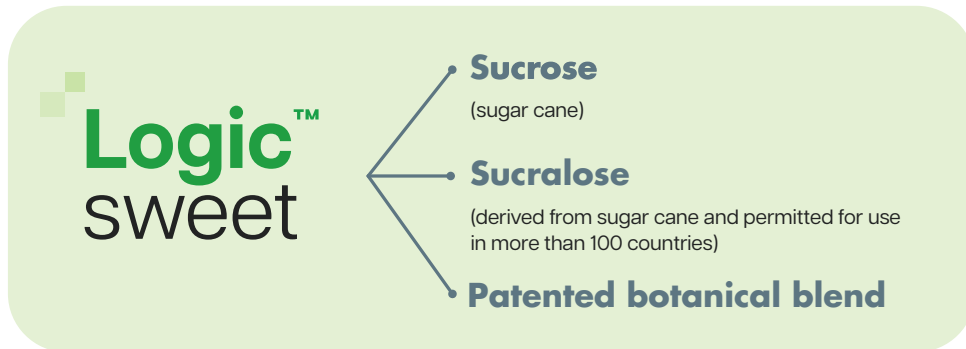
## Challenges of replacing sugar



- Mouth feel
- Cost
- Formulation
- Stability

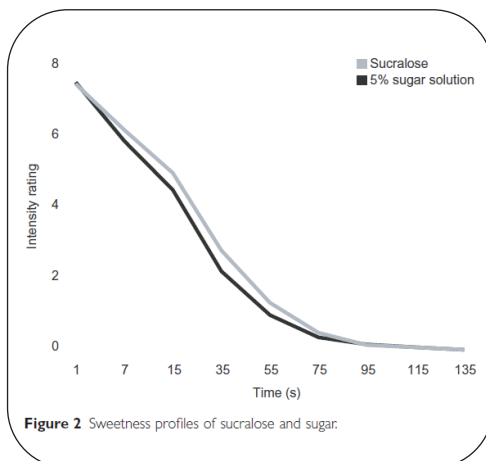
# What is **Logic™** sweet ?

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

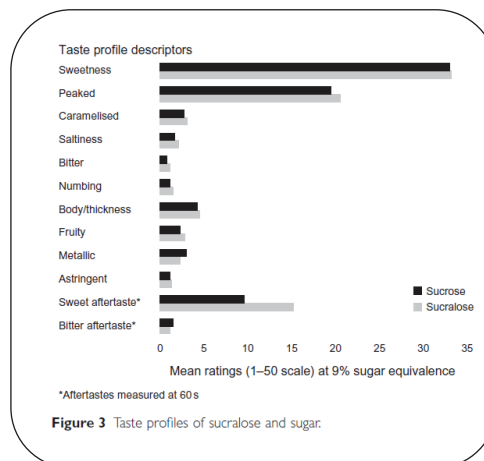


**Logic™** sweet behaves almost exactly like pure sugar and can be used as a cane sugar replacement in all four applications.

## Sucralose is derived from cane sugar and behaves just like sugar



Sweetness profiles of sucralose and sugar:



Taste profiles of sucralose and sugar:

# Many applications of **Logic™** sweet



## BEVERAGES

- Great sugar-like taste
- Excellent heat stability
- No unpleasant aftertaste

**Logic™** sweet is ideal for soft drinks, milk, dairy drinks, cordials, fruit based juices, smoothies and other flavoured beverages.



## 3 IN1 PREMIX POWDER

- Tea
- Chocolate
- Chocomalt
- Coffee



## BAKERY

- Great sugar-like taste
- Excellent heat stability
- Ingredient compatibility

**Logic™** sweet is ideal for use in breads, cakes, biscuits, cookies, brownies, muffins, icings and frostings.



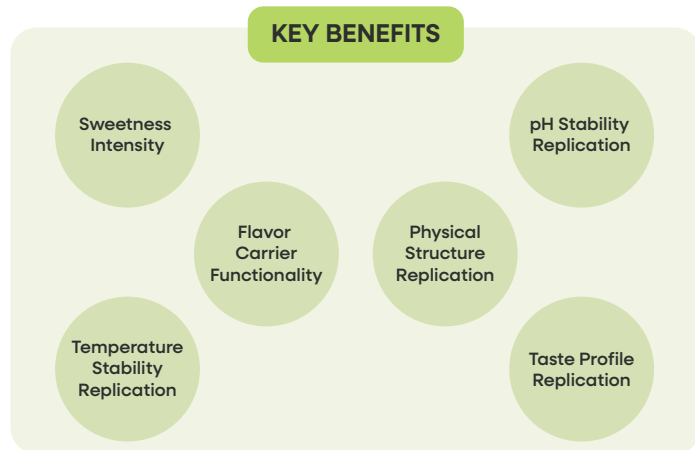
## CONFECTIONERY

- No unpleasant aftertaste
- Great sugar-like taste
- Non-hydroscopic
- Excellent heat stability

**Logic™** sweet may be used in conjunction with other sweeteners to create a low calorie chocolate without compromising its taste or texture.

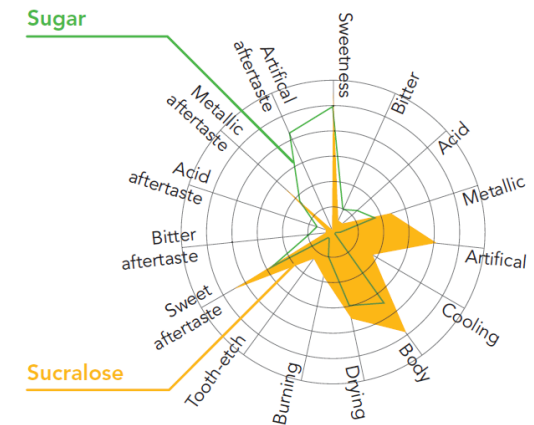
# Logic<sup>™</sup> sweet

## A perfect sugar replicator



# Logic<sup>™</sup> sweet

## An unbeatable combination



	STEVIA	ASPARTAME	Logic <sup>™</sup> 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