



Logic[™]
sweet

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



Logic[™]
sweet

- **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**

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



Challenges of replacing sugar



Excessive sugar consumption is linked to:



Heart Disease

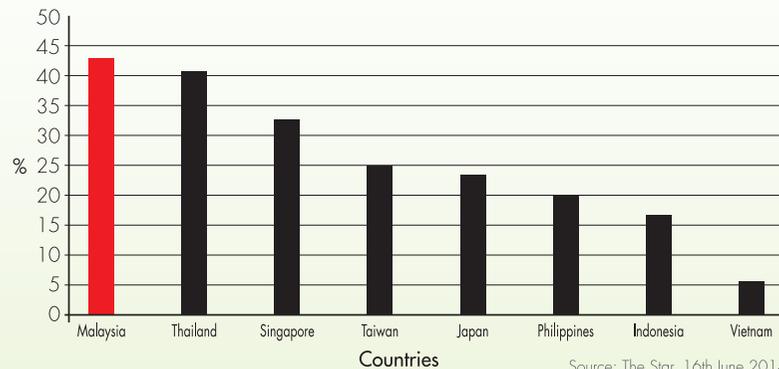


Diabetes



Obesity

Adult Prevalence in Asian Countries
(Overweight & Obesity)



Source: The Star, 16th June 2014

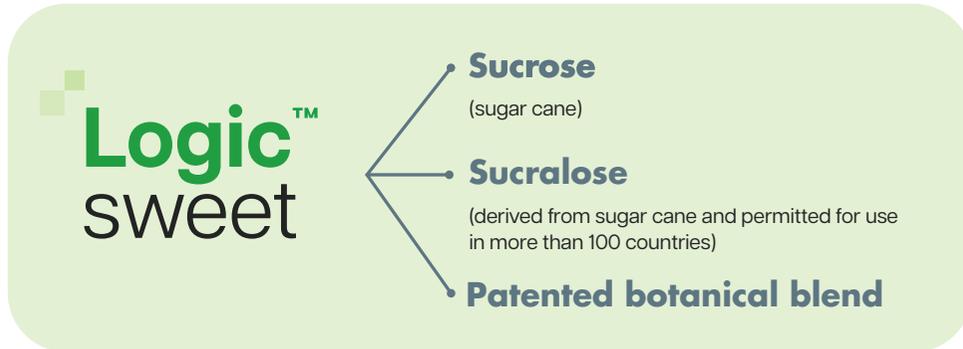
WHO collaborating centre for obesity prevention - Deakin Uni, Australia



- Mouth feel
- Cost
- Formulation
- Stability

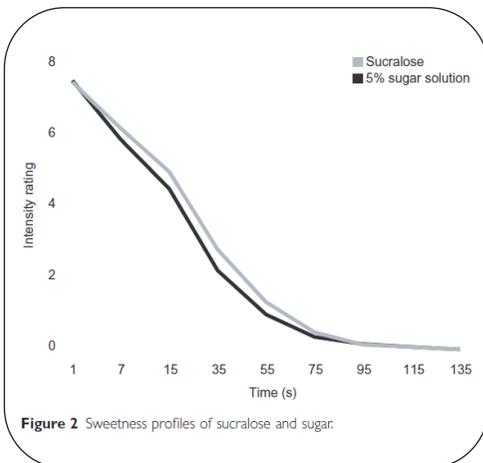
What is Logic™ sweet ?

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

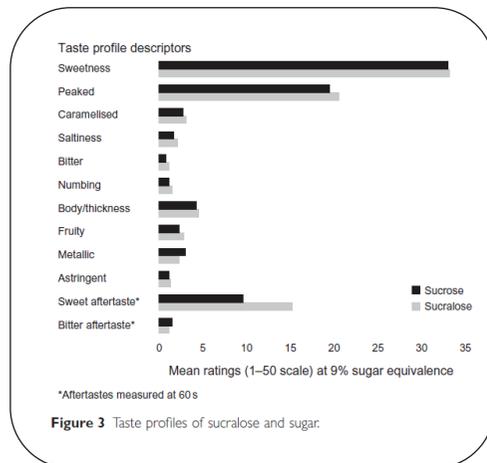


Logic™ sweet behaves almost exactly like pure sugar and can be used as a cane sugar replacement in all four applications.

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 IN 1 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.

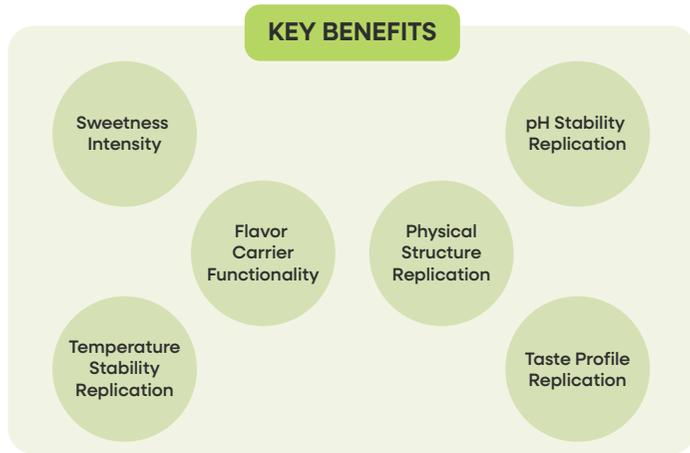


CONFECTIONERY

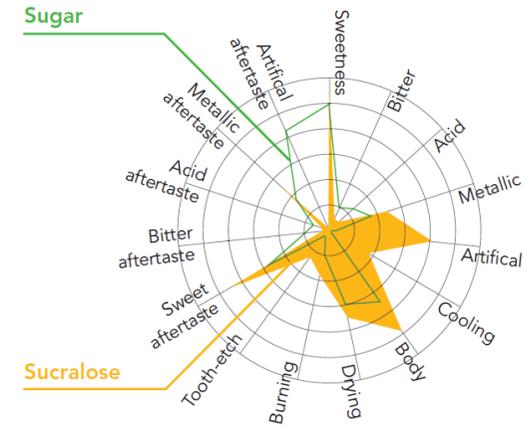
- No unpleasant aftertaste
- Great sugar-like taste
- Non-hygroscopic
- Excellent heat stability

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

**Logic™
sweet** A perfect sugar replicator



**Logic™
sweet** An unbeatable combination



	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