

TECH OFFER

Proprietary Tech To Create Low Glycaemic Index Food & Beverage Applications



KEY INFORMATION

TECHNOLOGY CATEGORY:
Foods - Ingredients

TECHNOLOGY READINESS LEVEL (TRL): **TRL9**
COUNTRY: **SINGAPORE**
ID NUMBER: **TO174873**

OVERVIEW

Diabetes is a prevalent and growing health problem worldwide, affecting 1 in 10 people, with 90% of cases being type 2 diabetes. Congenital diabetes also affects 1 in 6 live births. In the next 20 years, diabetes is projected to increase by 46%. More than half a billion people are affected globally, 400,000 of them are in Singapore and if nothing is done by 2050, there will be one million diabetics patients in Singapore.

The company offers two technical solutions in form of a blended powder format: 1) Low Glycaemic Index (GI) and 2) Low Glycaemic Index (GI) with added protein.

The blend is plant-based, a source of protein, high in dietary fibre and replaces sugar from 20% to 100% in recipes across various food and beverage applications, it is versatile, high solubility, no alternation to original taste.

The solution is primarily targeted at Food Service sectors operators and manufacturers who seeks to penetrate the reduced sugar

food & beverage market.

TECHNOLOGY FEATURES & SPECIFICATIONS

The technology consists of a proprietary blend (formulated by a renowned research institute based in Singapore) and consist of ingredients and composition that has clinically proven results of lowered GI.

- Affordable and cost effective compared to functional sugars
- No alteration to original taste of recipe
- Versatility of application due to its high solubility

POTENTIAL APPLICATIONS

The applications include but are not limited to:

- Beverage Products (Bubble Tea, Ready-To-Drink, Pre-Packaged, Hot & Cold Beverages)
- Bakery Products (Cookies, Muffins, Pies, Tarts, Cakes, Brownies)
- Dairy (Milkshakes, Ice Creams, Gelato, Frozen Yogurt)
- Desserts (Asian & Western)

MARKET TRENDS & OPPORTUNITIES

The global reduced sugar food & beverage market size is at US\$46.1bil, growing at CAGR of 9.53% in next 5 years, APAC is the fastest growing region, valued at US\$12.9bil.

It is a global movement to fight against diabetes through educational campaigns and government intervention.

The Singapore Government decided to introduce mandatory nutrition labels and advertising prohibitions for Nutri-Grade beverages across all formats.

UNIQUE VALUE PROPOSITION

The innovative solution offers immense versatility, catering to a broad spectrum of food items. Unlike the current state-of-the-art, which primarily focuses on baked goods and rice, the technology is not restricted to the same spectrum offered by competitors. The potential applications of the technology are limitless, offering a significant advantage over existing solutions.

Furthermore, clinical trials have been conducted to validate the efficacy of the technology in food product sets them apart from the current state-of-the-art. In addition, the company possess the technological capabilities to demonstrate the effectiveness and efficacy of their solution across a broad range of food items. This ability to provide concrete evidence of their technology's efficacy offers a compelling advantage to customers looking to adopt innovative, effective, and reliable solutions to meet the demands of the growing diabetic and obese market.