



# CUT SUGAR NOT TASTE

Discover **SMARTSUGAR**, our Sugar Reduction Toolbox  
for sweet bakery & fillings.

AN INNOVATION BY



# SMARTSUGAR

For batters and fillings

Discover  
more and  
get in touch.



With 62% of EU consumers attracted to 'low in sugar' claims, reducing sugar is key. Especially when you take into consideration that stricter Nutri-Score calculations in 2024 may affect your nutrition label. SmartSugar helps you lower sugar in your products and improve their Nutri-Score to keep them appealing to consumers.

## NO COMPROMISES

on sweetness, texture or mouthfeel

## IMPROVED NUTRITION LABEL

despite stricter EU regulations

## TAILORED APPLICATION

thanks to our customizable toolbox,  
we're able to meet your specific requirements



## CAKES & MUFFINS

**10-20% less sugar**

Using natural flavors



## FRUIT FILLINGS

**10-20% less sugar**

Using natural flavors



## FILLINGS & ICE SAUCES

**10-20% less sugar**

Using natural flavors

**30% less sugar  
better Nutri-Score**

Using natural flavors and fibers

**30-40% less sugar  
better Nutri-Score**

Using natural flavors and fibers

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better Nutri-Score**

Using natural flavors and fibers

\* FMCG Gurus 5.600 respondents in Europe, Clean Label & Naturalness Study, April 2023

### CSM INGREDIENTS

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🌐 [csmingredients.com](https://www.csmingredients.com) · [in @CSM Ingredients](https://www.instagram.com/csmingredients)

### HIFOOD

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🌐 [hifood.it](https://www.hifood.it) · [in @hifood](https://www.instagram.com/hifood)



BOOST 1

BOOST 2