LOW-CALORIE SWEETENERS

**FOOD INGREDIENTS**
used in foods and drinks to provide a sweet taste with no or few calories

**CONFIRMED AS SAFE**
by European and international authorities including the European Food Safety Authority (EFSA) and used in soft drinks in Europe since the 1970s

**APPROVED FOR USE IN EUROPE AND GIVEN**
an acceptable daily intake (ADI), estimating how much can be consumed every day over a lifetime without a risk to health

an E-number for ‘Europe’ confirming that the food additive is considered to be safe by EFSA and is approved by European regulators for use in foods and drinks
HOW LOW-CALORIE SWEETENERS WORK

Today there are several different low-calorie sweeteners enjoyed by consumers around the world.

Each low-calorie sweetener has its own unique taste profile.

- Aspartame
- Acesulfame K
- Sucralose
- Steviol Glycosides (Stevia)
THE BENEFITS OF LOW-CALORIE SWEETENERS

Provide a sweet taste with no or low sugar and calories, helping people reduce their overall sugar and calorie intake.

Assist in weight management when consumed in place of sugar, as part of a weight loss or maintenance programme.

Help with the management of diabetes as low-calorie sweeteners do not affect blood glucose levels.

Do not cause tooth decay.
How Low-Calorie Sweeteners Are Labelled on Soft Drinks

Sweeteners are always clearly labelled at least twice on soft drinks in the EU.

European food labelling legislation requires that the presence of a low-calorie sweetener in foods and drinks is indicated on the label as “With sweetener(s)” next to the description of the product.

On a label, an additive must be designated by the name of its functional class, followed by its specific name, or its E number, e.g. “Sweetener: Aspartame” or “Sweetener: E951”.

E Number = ✔ Safety ✔ Regulatory Approval
WHY LOW-CALORIE SWEETENERS ARE IMPORTANT IN SOFT DRINKS

PROVIDE THE CONSUMER WITH INNOVATIVE AND GREAT-TASTING SOFT DRINKS

NO OR LOW IN sugar

NO OR FEW calories

SUPPORT POLICYMAKERS AND INDUSTRY IN MEETING THEIR SUGAR REDUCTION TARGETS
About UNESDA
Soft Drinks Europe

Established in 1958, UNESDA Soft Drinks Europe is the Brussels-based trade association representing the non-alcoholic beverages sector. Its membership comprises of 10 companies and 23 national associations from across Europe. UNESDA members are involved in the production and/or distribution of a wide variety of non-alcoholic beverages including still drinks, carbonates, fruit drinks, energy drinks, iced teas and sports drinks.

UNESDA’s policy priorities are sustainability (e.g. beverage packaging, collection, recycling), responsibility (e.g. sugar reduction, school policies, marketing practices towards children and labelling) and competitiveness (e.g. taxation, market access).

www.unesda.eu