



## NutraSweet® in Yogurts

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### ADVANTAGES OF NUTRASWEET® IN YOGURT

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NutraSweet® brand sweetener is a proven success in yogurt products. In less than ten years, yogurts sweetened with NutraSweet garnered 30% of the total yogurt market. Continued growth is likely as more and more consumers look for products with fewer calories and less sugar. Now competitive pricing on NutraSweet provides opportunities to expand existing product lines to include a light alternative or to reformulate current light products.<sup>§</sup>

NutraSweet® brand sweetener, generically known as aspartame, is a high-potency sweetener manufactured and marketed by The NutraSweet Company. Aspartame is the methyl ester of the dipeptide L-aspartyl-L-phenylalanine. Its components are identical to those that occur naturally in many common foods.

The NutraSweet logo, used only on product sweetened with 100% NutraSweet® brand sweetener, is well-recognized and trusted by consumers. When displayed, the logo unit adds value to products because it is a recognized sign of great, sweet taste. In a recent consumer test, 40% of the population surveyed agreed that NutraSweet is for people who are interested in healthy eating. No wonder yogurt sweetened with NutraSweet has a healthy and light image.

In fruit and flavored yogurt, use levels of 6-10% sucrose are common and account for 50-90 calories per cup. When NutraSweet replaces sugar as the sweetening agent, most of these calories are eliminated.

Numerous sensory studies have shown that NutraSweet has a flavor and taste profile that is comparable to sugar. Additionally, NutraSweet can extend and complement flavors. Sales data on the growth of yogurt products sweetened with NutraSweet attest to their acceptability.

NutraSweet® brand sweetener consistently meets or exceeds Food Chemical Codex (current edition) and USP/NF Standards for aspartame. The foundation for the high quality of NutraSweet lies in the many years of experience

that The NutraSweet Company has in aspartame production. With this experience come technical expertise and ample production capacity to ensure customers a steady supply of high-quality product at competitive prices. Ongoing efforts of our technical service and R&D staff focus on providing product formulations and guidance. Ask your sales or technical service representative for information on our family of ingredients designed for use in yogurts.

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### WORKING WITH NUTRASWEET®

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NutraSweet® brand sweetener can be used in standard manufacturing processes, including aseptic, batch, and HTST. It is available in several forms: powder, granular, liquid blended with other commonly used food ingredients. The forms particularly useful in yogurt manufacturing are NutraSweet® Liquid 50™, NutraSweet® Granular™, and NutraSweet® Custom Granular 60™. All can be mixed with flavorant/acidulant and added to the yogurt white mass after fermentation. They may also be used in fruit preparations which are either added to the cup or to the yogurt base after fermentation.

As a dry ingredient, the stability of NutraSweet is excellent. In finished product, the stability of NutraSweet parallels the stability of sugar-sweetened yogurt. Studies show that 93% of the NutraSweet remains in yogurt after eight weeks of storage at 40°F (4.5°C). When batch processing fruit with NutraSweet, maximum stability results when the fruit is processed at 205°F (96°C) for 5 minutes and then cooled to 90°F or lower immediately after heat treatment. During refrigerated storage of the fruit preparation six-month stability is easily achieved.

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### NUTRITION/HEALTH ASPECTS

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Depending on product formulation, yogurt with NutraSweet may qualify for no sugar added and light labeling claims. Calorie reductions of more than 40% are possible in low-fat and non-fat yogurts containing fruit. (See Figure 1.) It is best to consult with a regulatory or legal consultant to

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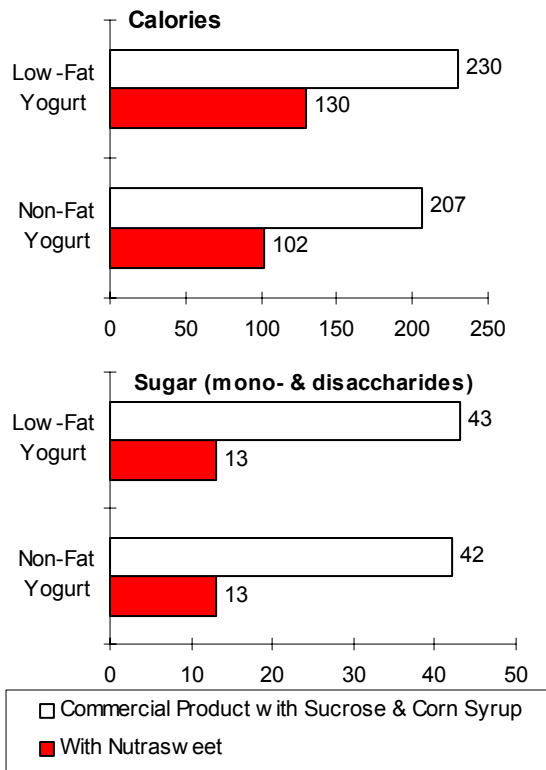
Individuals with diabetes or with weight control problems generally find the use of products made with NutraSweet a useful adjunct to their basic diet. Research has shown that aspartame does not interfere with blood glucose control in diabetics, making it an acceptable sweetener. However, the total caloric contribution of products containing NutraSweet must be considered a part of the total daily diet. Manufacturers concerned with conveying comprehensive information for those on special diets can include diet exchange guidance on the package label.

**MORE INFORMATION IS AVAILABLE TO YOU**

This bulletin is intended to be general in nature. We are eager to work with you in the development of new products and processes. For additional information about our products, please call **1-800-323-5321 (USA/Canada)**



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**FIGURE 1. NUTRITIONAL COMPARISON OF FRUIT YOGURTS PER 1 CUP SERVING**