



International Sugar Organization

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EXECUTIVE DIRECTOR

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(English only)**

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Various sugar related articles

The Executive Director would like to draw your attention to the articles below all of which are relevant to the sugar sector.

FoodNavigator.com
UK consumers 'confused' about portion size
15-Nov-2017 By Katy Askew

A majority of UK consumers are unable to identify what constitutes a single-portion of fruit or vegetables, a new study reveals.

<https://www.foodnavigator.com/Article/2017/11/15/UK-consumers-confused-about-portion-size>

FoodNavigator.com
Hershey beats Mars, Mondelēz, and Perfetti Van Melle in Amazon Halloween candy sales
16-Nov-2017 By Douglas Yu

Hershey took the largest share of Amazon's candy purchases in October this year compared to Mondelēz-owned Sour Patch Kids, Mars' Skittles and Starburst, and Perfetti Van Melle's Airheads, according to a new report from Edison Trends.

<https://www.confectionerynews.com/Article/2017/11/16/Hershey-beats-Mars-and-Mondelez-in-Amazon-Halloween-candy-sales>

FoodNavigator.com
GM sugar beet given all-clear for EU renewal
17-Nov-2017 By Niamh Michail

European Food Safety Authority (EFSA) scientists have cleared a genetically modified sugar beet developed by Monsanto and KWS for reauthorisation in the EU.

<https://www.foodnavigator.com/Article/2017/11/17/GM-sugar-beet-given-all-clear-for-EU-renewal>

Sugaronline Ebriefing - 17/11/2017

US: Coca Cola scrambling to find solution to bitter stevia after taste

Coca-Cola Co, scrambling to adapt to fast-changing consumer tastes, says its quest for a better sugar replacement is bearing fruit, according to Reuters.

The soda giant has developed a stevia-sweetened cola that contains no sugar and zero calories. And unlike previous attempts to use the stevia leaf as a sugar substitute, it doesn't have an aftertaste that some consumers find unpleasant, the company said during an investor event Thursday.

The trick was removing molecules that caused the taste - something that Coca-Cola previously masked by adding a small amount of sugar. An earlier attempt, Coca-Cola Life, is sweetened with both stevia and cane sugar and has 60 calories.

Coca-Cola and PepsiCo Inc are locked in a high-stakes contest to find more palatable alternatives to sugar. Many consumers have shunned earlier sweeteners like aspartame, and sugar itself has been blamed for contributing to the obesity epidemic. So the companies have set their sights on stevia, which is marketed as a natural, plant-based ingredient.

The new drink will launch in a smaller market overseas in the first half of next year. Its success there may determine whether Americans get their own chance to taste it.

UK and Pakistani researchers find sugar can be good for you

Academics from the University of Sheffield and COMSATS Institute of Information Technology, Lahore, Pakistan have discovered that sugar can in fact be good for you following breakthrough research, reports **Sugaronline**.

The research, conducted by the Department of Materials Science and Engineering and the School of Clinical Dentistry at the University of Sheffield and the Interdisciplinary Research Centre in Biomedical Materials Research at COMSATS Institute of Information Technology, Lahore, Pakistan, found that sugar can help aid new blood vessel formation, also known as angiogenesis. New blood vessel formation is crucial for wound healing as blood vessels carry blood around the body which ultimately supplies the body with oxygen and nutrients.

The new way of stimulating blood vessel formation with sugar uses a combination of simple and inexpensive sugar added to a hydrogel bandage. This successful method is much more simple and cost-effective than more traditional methods such as adding in expensive short-lived growth factors. The new technique conceived and developed by the collaborative research group, works because a specific group of sugars can stimulate skin healing.

Professor Sheila MacNeil from the Department of Materials Science and Engineering at the University of Sheffield said: "Throughout the world, people are living longer and unfortunately experiencing more non-healing skin wounds associated with age, poor blood supply and diabetes. These are often difficult to treat and are very expensive for healthcare systems to manage. The new skin healing technique using simple sugars, promises to aid wound healing more simply, meaning patients would need less treatment, clinicians could treat more patients and significant savings could be made by national healthcare systems."

Doctor Muhammed Yar from COMSATS Institute of Information Technology, Lahore made the initial discovery during his research to understand how tumours stimulate new blood vessels. He found that a naturally occurring sugar (2-deoxy-D-ribose) increased when tumours encouraged new blood vessels to be made.

Working with Professor Sheila MacNeil and Professor Ian Douglas from the University of Sheffield, the team then investigated the ability of this group of sugars to stimulate new blood vessel formation and stimulate wound healing -- both of which produced successful results.

This innovative research is a key step to developing simple, robust and low-cost wound dressings that can be used to treat poor-healing wounds such as chronic ulcers in the elderly and diabetic ulcers.
