International Sugar Organization

EXECUTIVE DIRECTOR   **Press Release(18)08**
(English only)

5 February 2018

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.

Food Navigator.com - 1 February 2018
Is OptiBiotix's prebiotic fibre a contender to topple sugar's standing?
01-Feb-2018 By Will Chu

The development of a viable low calorie prebiotic sweetener that disrupts the industry's use of sugar took another step forward after OptiBiotix Health revealed details of its latest taste study.

https://www.foodnavigator.com/article/2018/02/01/is-optibiotix-s-prebiotic-fibre-a-contender-to-topple-sugar-s-standing

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Food Navigator.com USA - 1 February 2018
Exotic ingredients and new formats will help juice brands stand out in crowded category in 2018
01-Feb-2018 By Elizabeth Crawford

To standout in an increasingly crowded category and manage rising consumer concerns about sugar, juice manufacturers are incorporating more exotic ingredients while also streamlining formulas and playing with new formats, according to one industry player.

https://www.foodnavigator-usa.com/article/2018/02/01/exotic-ingredients-and-new-formats-will-help-juice-brands-stand-out-in-crowded-category-in-2018

ECRUU Sugar News Monitor - 2 February 2018

UNITED KINGDOM - AG Barr readies for tax as sugar becomes top concern

A survey conducted by the Food Standards Agency in the UK found that sugar content has become the number one concern surrounding food safety issues, with 56% of respondent ranking it as their top concern. The other top concerns were, in order, food prices, food waste and animal welfare. Soft drinks maker AG Barr said 99% of its products will escape the sugar tax, which kicks in from April, as they contain less than 5g/100ml of sugar, while the firm reported positive feedback on its low sugar version of the Irn-Bru drink. (Talking Retail & Food Manufacture)