



# International Sugar Organization

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## EXECUTIVE DIRECTOR

Press Release(19)08  
(English only)

7 February 2019

### 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.

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#### FoodNavigator.com – 4 February 2019

**Ketchup for kids: Start-up markets first tomato ketchup with no added sugar or salt**  
04-Feb-2019 By Flora Southey

UK start-up Wonderchup is targeting children and families with its clean label, healthy alternative to classic tomato ketchup. "We've had a lot of interest from people with health problems," co-founder Elise Daly told FoodNavigator.

<https://www.foodnavigator.com/article/2019/02/04/ketchup-for-kids-start-up-markets-first-tomato-ketchup-with-no-added-sugar-or-salt>

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#### Sugar Online E-Briefing 4 February 2019

**INDIA: Zydus Wellness launches stevia-sugar blend**

Zydus Wellness has launched Sugarlite - a 100% natural blended sugar. It's a smart sugar made from a blend of sugar and stevia, which provides 50% less calories while being just as sweet as sugar, according to India's Exchange4Media. The brand has launched a campaign to promote Sugarlite. To ensure that the product resonated with the consumer immediately, the team at Contract Mumbai based its communication on a relevant consumer insight that "most people, in the quest of trying to...[Read more...](#)

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#### FoodNavigator.com – 5 February 2019

**UK challenges drinking yoghurt industry to cut sugar by 20%**  
05-Feb-2019 By Flora Southey

Manufacturers and retailers of sweetened fermented yoghurt drinks are the focus of Public Health England's most recent guidance, which incites a 20% reduction of added sugar by 2021.

<https://www.foodnavigator.com/article/2019/02/05/uk-challenges-drinking-yoghurt-industry-to-cut-sugar-by-20>

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## **Sugar Online E-Briefing 5 February 2019**

### **SWEDEN: Researchers says too much sugar and too little sugar both bad**

We've all heard it: sugar is not just bad, it's really bad. It can make us fat, give us cavities and can be linked with all sorts of health problems, from diabetes to heart disease, according to Nordic Research. Most governments advise their citizens to cut back on foods that contain a lot of sugar, such as soft drinks and sweets like cakes and candy. But there's less research behind these recommendations than you might think, according to Stina Ramne from Lund University and her ...[Read more...](#)

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## **FoodNavigator.com – 6 February 2019**

### **Nestlé on the future of food: Healthy, sustainable and personalised**

06-Feb-2019 By Katy Askew

The food industry must deliver healthier food in a more sustainable way and utilise new technologies that meet changing consumer expectations. Nestlé plans to be at the forefront of this shift, EVP and CEO of zone EMEA Marco Settembri said.

<https://www.foodnavigator.com/article/2019/02/06/nestle-on-the-future-of-food-healthy-sustainable-and-personalised>

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### **Food confusion 'prevalent' in Europe, says Arla Foods**

06-Feb-2019 By Nikki Cutler

The demand to live a healthier lifestyle is increasing, yet 4 in 5 people across Northern Europe do not know about the essential nutrients in their diet and where to get them, according to new research commissioned by Arla Foods.

<https://www.foodnavigator.com/article/2019/02/06/food-confusion-prevalent-in-europe-says-arla-fo>

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