



# 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.

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#### **FoodNavigator.com - 16-01-2020**

##### **Kraft patents soluble corn fiber for reduced sugar chocolate**

16-Jan-2020 By Niamh Michail

Soluble corn fiber can reduce the sugar content in chocolate by up to 50% while retaining similar levels of sweetness and leaving no aftertaste, according to a recently published patent by Kraft.

<https://www.foodnavigator.com/article/2020/01/10/kraft-patents-soluble-corn-fiber-for-reduced-sugar-chocolate>

#### **FoodNavigator.com - 10-01-2020**

##### **Consumers are being misled by unregulated terms such as 'lightly sweetened' and 'sorta sweet,' claims CSPI**

10-Jan-2020 By Elaine Watson

If a beverage contains 25g of added sugar and describes itself as 'just a tad sweet,' is it misleading shoppers? In the absence of a legal definition of terms such as 'low sugar' or 'lightly sweetened,' the courts have delivered mixed opinions on lawsuits addressing this issue in recent years, but health advocacy group The Center for Science in the Public Interest (CSPI) says it's high time the FDA stepped in.

<https://www.foodnavigator-usa.com/article/2020/01/10/consumers-are-being-misled-by-unregulated-terms-such-as-lightly-sweetened-and-sorta-sweet-says-cspi>

#### **FoodNavigator.com - 09-01-2020**

##### **NPD Group: Consumers pay most attention to sugar and calorie content when reading the nutrition facts label**

09-Jan-2020 By Mary Ellen Shoup

When it comes to reading the updated nutrition facts label, consumers are most keyed into sugar and calorie content, reports The NPD Group.

<https://www.foodnavigator-usa.com/article/2020/01/09/npd-group-consumers-pay-most-attention-to-sugar-and-calorie-content-when-reading-the-nutrition-facts-label>

**FoodNavigator.com - 08-01-2020**

**Packaged Facts: Gen Z shoppers emerge as strong consumers of organic and natural foods**

08-Jan-2020 By Mary Ellen Shoup

Millennials and younger members of Gen X have tended to be the biggest consumers of organic and natural foods, but now, the youngest generation of adult consumers – Gen Z (ages 18-24) – is beginning to command the category.

<https://www.foodnavigator-usa.com/article/2020/01/08/packaged-facts-gen-z-emerges-as-strong-consumer-of-organic-and-natural-foods>

