



# International Sugar Organization

1 Canada Square  
Canary Wharf  
London E14 5AA

**EXECUTIVE DIRECTOR**

**Press Release(21)03  
(English only)**

**26 January 2021**

## **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**

#### **'Sorta sweet' does not imply low sugar, argues Snapple Beverage Corp as it urges court to toss 'fanciful' lawsuit**

Does 'sorta sweet' imply that a product is low in sugar? Or does it simply mean that it tastes 'kind of sweet' (as the maker of StraightUp Tea asserts in a bid to fend off a false advertising lawsuit)?

<https://www.foodnavigator-usa.com/article/2021/01/21/sorta-sweet-does-not-imply-low-sugar-argues-snapple-beverage-corp-as-it-urges-court-to-toss-fanciful-lawsuit>

### **FoodNavigator.com**

#### **EU mulling trade barriers for unsustainable food imports: 'The EU alone will not save the planet'**

The EU is working to clean up its own food supply chain, from farm to fork. But is this enough? MEPs raise concerns that accepting imports of unsustainable agri-food products is 'inconsistent' and 'unethical'.

<https://www.foodnavigator.com/article/2021/01/22/eu-mulling-trade-barriers-for-unsustainable-food-imports-the-eu-alone-will-not-save-the-planet>

### **FoodNavigator.com**

#### **Sugar blocker: Evolva's new ingredient obstructs the body's ability to digest sucrose**

Swiss biotech company Evolva is launching a natural sugar blocker for food and drink applications. L-arabinose is also a reducing sugar, the company's head of investor and corporate relations tells FoodNavigator.

<https://www.foodnavigator.com/article/2021/01/21/sugar-blocker-evolva-s-new-ingredient-obstructs-the-body-s-ability-to-digest-sucrose>

## **Sugaronline E-briefing**

### **CUBA: Carlos Baliño mill starts production of organic sugar**

Cuba's Carlos Baliño mill, in the Villa Clara province, has started production of organic sugar for the season, according to Vanguardia. The mill is Cuba's only mill producing organic sugar.

Carlos Baliño mill crushed 2,154 metric tonnes of conventional sugarcane in the previous season. After a cleaning process, machines were reactivated to receive about 53,490 tonnes of raw material from organic farming for a month and a half.

The sugarcane processor produced 5,658 tonnes of organic sugar last year. It has been producing organic sugar since 2001. Carlos Baliño is expected to produce 14,555 tonnes of sugar (conventional and organic) in the current season.

## **FoodNavigator.com**

### **White Paper: A Renewed Urgency for Sugar Reduction**

Consumers will be looking to reduce sugar and calories in 2021. There is a wealth of scientific evidence that supports the use of nonnutritive sweeteners including stevia sweeteners to help reduce the risk of chronic diseases such as diabetes and obesity. This white paper discusses the research on the positive effects of stevia sweeteners on health and wellness and innovations that enable new approaches to sugar reduction.

[https://www.foodnavigator-usa.com/Product-innovations/White-Paper-A-Renewed-Urgency-for-Sugar-Reduction?source=3&utm\\_source=newsletter\\_daily&utm\\_medium=email&utm\\_campaign=25-Jan-2021](https://www.foodnavigator-usa.com/Product-innovations/White-Paper-A-Renewed-Urgency-for-Sugar-Reduction?source=3&utm_source=newsletter_daily&utm_medium=email&utm_campaign=25-Jan-2021)

### **Cross-Collaboration Critical for Sustainable Innovation**

Climate change and the growing population are putting immense strain on our already overburdened food system. Calls for cross-industry collaboration that drive innovation and meaningful change are attracting novel and proactive responses, despite the pandemic.

[https://www.foodnavigator-usa.com/News/Promotional-Features/Cross-Collaboration-Critical-for-Sustainable-Innovation?source=3&utm\\_source=newsletter\\_daily&utm\\_medium=email&utm\\_campaign=25-Jan-2021](https://www.foodnavigator-usa.com/News/Promotional-Features/Cross-Collaboration-Critical-for-Sustainable-Innovation?source=3&utm_source=newsletter_daily&utm_medium=email&utm_campaign=25-Jan-2021)

### **PepsiCo Greenhouse accelerator startup BioLumen teams up with Dr Robert Lustig on 'super-expanding fiber' that partially blocks fat, sugar absorption**

Structured 'super-expanding' natural fibers that can capture fats and sugars in the stomach and prevent their absorption in the small intestine could help reduce calorie intakes and deliver digestive health benefits, claims the CEO of nutritional technology firm BioLumen, one of 10 startups selected by PepsiCo to participate in the fifth cohort of its Greenhouse Accelerator program.

<https://www.foodnavigator-usa.com/article/2021/01/25/pepsico-greenhouse-accelerator-startup-biolumen-teams-up-with-dr-robert-lustig-on-super-expanding-fiber-that-partially-blocks-fat-sugar-absorption>

### **Coca-Cola with Coffee launches in the US**

Coca-Cola with Coffee launches in the US today: championed by the brand as a 'true hybrid innovation that provides the perfect solution for that mid-afternoon pick-me-up, especially in today's work-from-home environment'.

<https://www.foodnavigator-usa.com/article/2021/01/25/coca-cola-with-coffee-launches-in-the-us>