

Tate & Lyle helps Middle Eastern food and beverage brands to reduce sugar and calories to help address rising rates of obesity and diabetes

At a seminar for food and beverage manufacturers in Dubai, Tate & Lyle will explain how recipe innovation is delivering healthier products that still taste great.

Tate & Lyle PLC (Tate & Lyle), a leading global provider of food and beverage solutions and ingredients, is hosting customers from across the Middle East at a nutrition seminar at which the Company's technical, nutrition and marketing experts will explain how manufacturers can adapt their products to support healthier consumer diets.

Technical, marketing, and business development representatives from multinational and regional food and beverage businesses will come together in Dubai this week to learn how to reduce sugar and calories in their products. Public health officials will also attend the event to learn about the ingredients and solutions that producers in the region can use to help tackle obesity.

Saudi Arabia, Kuwait, Qatar, Bahrain and the UAE are among nine Middle Eastern countries with some of the world's highest levels of adult obesity, with between 27% and 40% of the population affected¹. Although there is no simple solution, experts agree that tack-

ling obesity means addressing excess calorie intakes. Increasing the availability of low calorie foods and beverages can help people to take in fewer calories over the course of their day when consumed as part of a balanced diet.

Dominique Floch, Technical Director, Europe, Middle East and Africa, Tate & Lyle, said: "Today's food industry has a greater sense of urgency around sugar and calorie reduction, as obesity levels continue to rise at a worrying pace, and health authorities turn to taxes, new on-pack labelling schemes, and other levers to try and halt its progression. At Tate & Lyle we are passionate about contributing to healthier and tastier food and beverage choices. Sugar does so much more than just adding taste in a recipe - it can add texture, bulk, colour and shelf life - and by using the right blend of ingredients, brands can replace these functions to offer products with fewer calories that will still satisfy a sweet tooth. Using a blend of our soluble fibres and low calorie sweeteners, we recently helped a major juice brand lower sugar by 55%."



Dr Ieva Laurie, Principal Scientist, Europe Middle East and Africa, Tate & Lyle, said: "Obesity is complex and when it comes to finding solutions to tackle it, there is no simple solution. We need a whole societal approach that includes individuals and parents, Governments, health professionals, the food industry, and ingredient producers such as Tate & Lyle. Our purpose is to improve lives for generations by providing ingredients and solutions that allow people to make healthier and tastier choices when they eat and drink, and to lead a more balanced lifestyle. Food and beverage businesses have the necessary tools to step up and help tackle obesity and diabetes, and, with other partners, to deliver a much needed step-change in diets and lifestyles." ♦

“Tate & Lyle is strongly committed to our customers in the region.”

Mr. Dominique Floch, Regional Sales Director EMEA region, Tate & Lyle.

What are some of the new developments by Tate & Lyle?

We are continuing to make progress towards sugar reduction through new stevia products which are enabling us to create better sugar replacement solutions. Taste is an ongoing journey and we are continuing on this journey through new developments. We can see the health food sector getting stronger by day. We are giving the right tools to our customers to make their products healthier without compromising on the taste and the texture.

As always we are working with starch and the stabilizers and the combination for developing new fat-free products. For example, we can do very good zero fat mayonnaise, vegan or egg-less mayonnaise that are gaining popularity.

The other aspect I would like to mention is our commitment to the region. We have added three more people in the

technical support and have now invested in more office space in Dubai for more meeting rooms to receive clients. We also have a new kitchen lab with analytical capabilities and soon in the next two years we are planning to have a pilot plant in Dubai.

What exactly would be the focus of this pilot plant? What are you going to achieve from this?

We plan to do prototypes on dairy products, sauces, mayonnaise and beverages, and to speed up the process and develop products are much closer to the original taste. For example products such as the fat-free mayonnaise that I mentioned earlier, cater to the ever increasing needs of the health conscious customers.

Those customers also want to have fiber as part of their regular diet. We have solutions such as PROMITOR® Soluble Fibre to meet the demand.



Dominique Floch, Technical Director, Europe, Middle East and Africa, Tate & Lyle.

With the pilot plant we will be able to develop prototypes particularly suited to the tastes of consumers in the Middle East. It is expected to be running in 2020 while our team expansion continues as much as the business grows, and need the right moment to introduce the services.

How do you see the Pakistan market, what future do you see for that market?

The future is very bright and we have a very good market. We have excellent agents and distributors Pakistan. In view of the growing importance of this market, we are expanding our presence in the market to do even more. We have appointed a new technical person to travel frequently to Pakistan to assist our representatives to serve our customers better. ♦

