



# Extract the Best Results

Next-Generation Stevia Extract



# Introducing Stevia Edge-M

## FOR WHEN TASTE MATTERS MOST

SweetRight® Stevia Edge-M offers improved sweetening, reduced bitterness and increased solubility compared to Reb M.<sup>1</sup>



## Next-Generation Stevia Extracts

### EXCEPTIONAL STEVIA EXPERTISE

For decades we have committed resources to innovation and advancement in stevia, with ingredients like Edge-M, which has been four years in the making. Our proprietary research feeds new stevia solutions, to improve sensory output year after year.

### SWEETNESS DONE RIGHT

SweetRight® stevia is part of our line of low and no-calorie and specialty nutritive sweeteners. The SweetRight® portfolio was created to bring together a comprehensive lineup of offerings that go beyond sweetness—addressing the changing needs for consumer-friendly labels, calorie reduction and health & wellness trends.

## STEVIA THAT REALLY PERFORMS

Labeled simply as stevia leaf extract, SweetRight® Stevia Edge-M allows for even greater sugar reduction, while maintaining clean taste. It gives developers and food scientists superior sugar reduction solutions that balance price and performance.

Next-generation SweetRight® Stevia Edge-M has a long list of performance benefits, including:

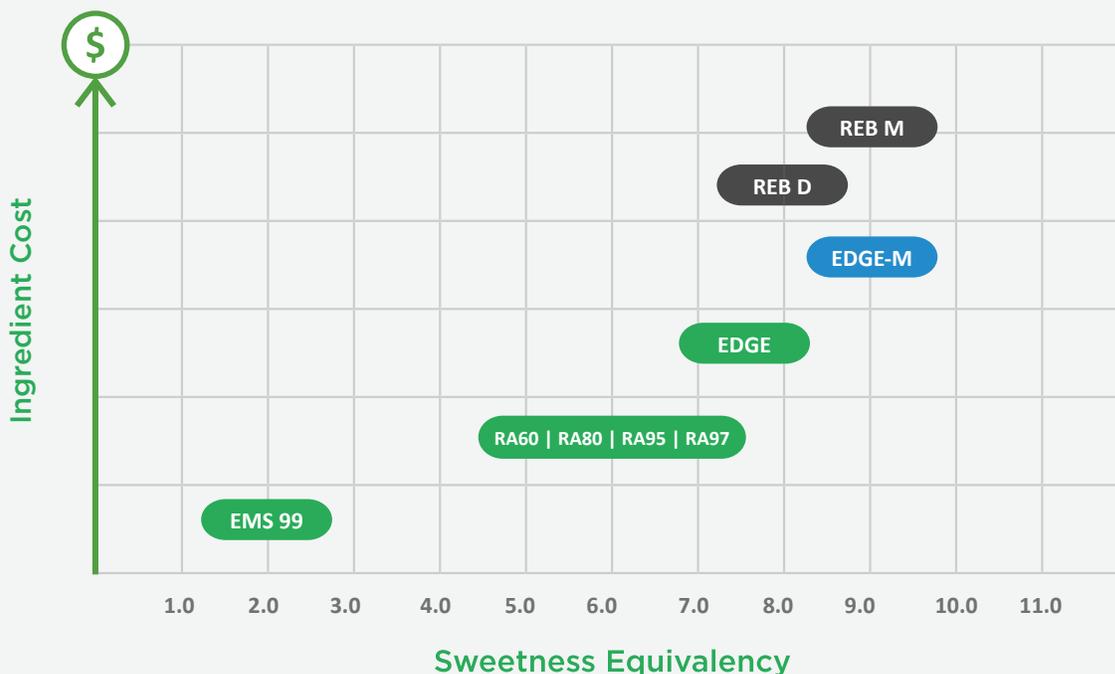
- ✓ Clean taste
- ✓ Excellent solubility
- ✓ Improved sweetening
- ✓ Reduced bitterness
- ✓ High sugar reduction
- ✓ Less need for taste modulation
- ✓ Zero calories
- ✓ Zero carbohydrates
- ✓ Zero glycemic index
- ✓ Labels as: stevia leaf extract

**With performance benefits that combine improved sweetening, reduced bitterness and better solubility vs. Reb M, Edge-M meets nutritional targets and satisfies demanding taste requirements.<sup>1</sup>**



## VALUE AND PERFORMANCE<sup>2</sup>

SweetRight® Stevia Edge-M is designed to function like more expensive stevia leaf extracts and offer cost savings compared to unique glycosides like Reb M and Reb D.



# ADM's Sensory Science

Our practice is grounded on the fundamentals and best practices of lab controls with precise measurement—all resulting in controlled execution of sensory studies.

**We hold ourselves to these pillars:**

## **BEST-IN-CLASS CAPABILITIES**

The right tool for the right question

## **SCIENTIFIC RIGOR**

Ensuring data is validated and repeatable

## **BREAKTHROUGH RESEARCH**

Race to scientific advancement

## Four Focus Areas

### **SENSORY INSIGHT**

Traditional sensory tools to solve questions for faster decision making via descriptive, discrimination and consumer testing methods

### **QUALITY SENSORY**

Ensuring ADM's ingredients exceed customer's expectations

### **NEW INGREDIENT COMPREHENSIVE EVALUATION (NICE)**

Early validation of new ingredient efficacy and novelty through robust screening

### **EXTERNAL PARTNERSHIP**

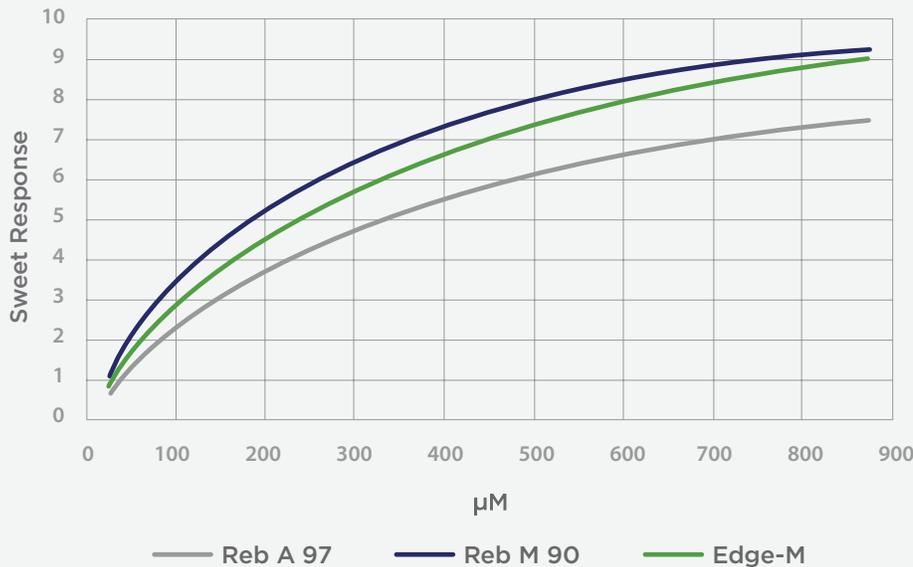
Bringing new-to-world understanding of sensory perception



# Improved Sweetening Capability

Intensely sweet compared to sucrose, stevia ingredients range in sweetness, with only small amounts needed to match the sweetness provided by sugar.

### Sweet Max Response<sup>1</sup>

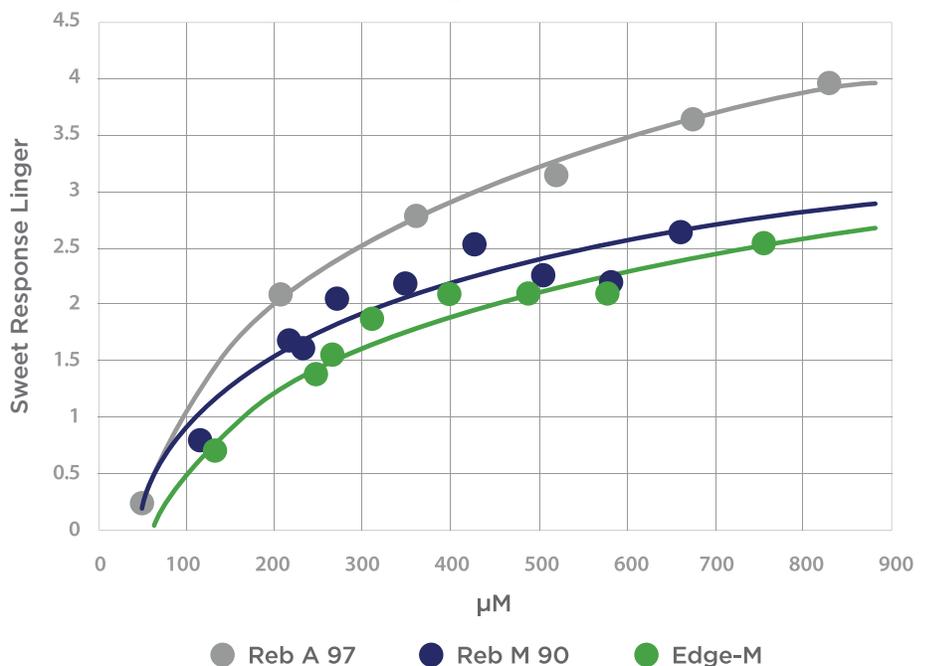


Edge-M has shown a stepwise improvement of **maximum sweetness response** over other stevia products.

High-purity Reb M products are known to linger, a generally negative attribute.

Edge-M displays an improvement in this regard.

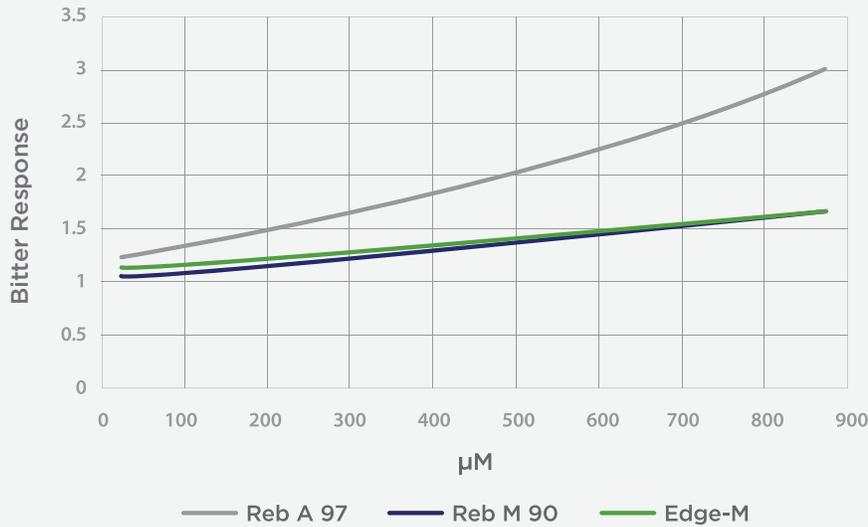
### Sweet Linger 75 seconds<sup>1</sup>



# No Need to Take the Bitter with the Sweet

The backbone to the stevia rebaudiosides is well known to be bitter, but the degree of glycosylation affects the bitterness of the product.

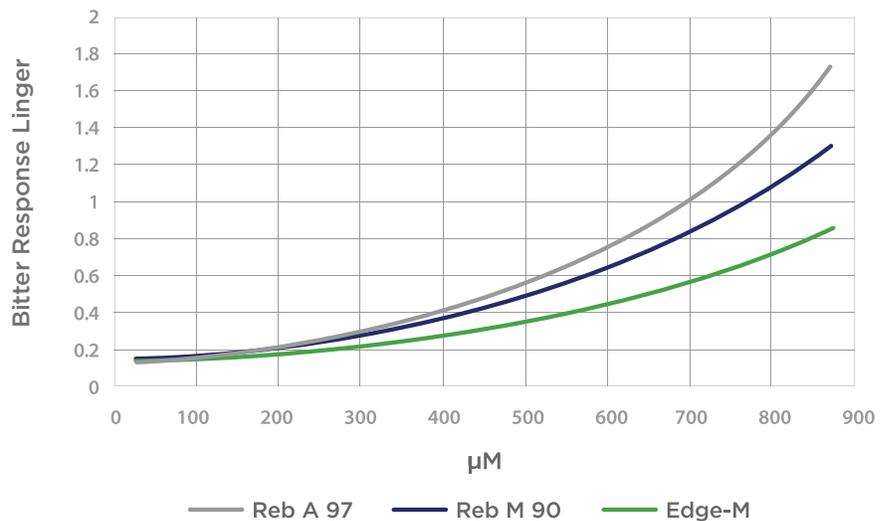
### Reduced Bitterness<sup>1</sup>



Edge-M delivers significant **bitterness reduction** compared to traditional Reb A stevia.

Edge-M has improved **bitter linger** beyond market Reb M.

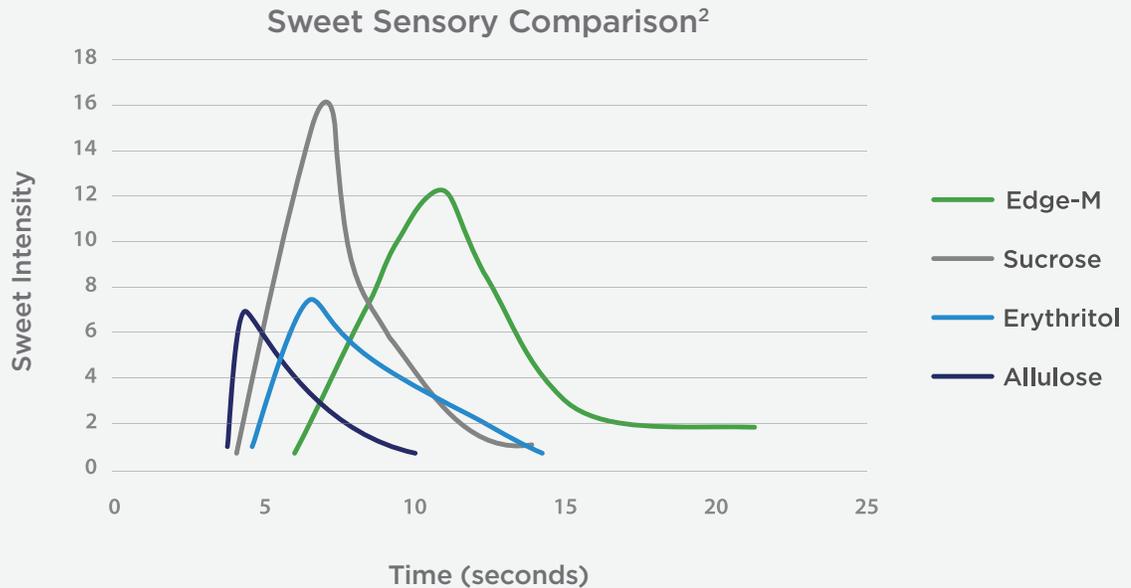
### Bitter Response Linger<sup>1</sup>



**Edge-M reduces the need for masking, taste modulation and use of bitterness blockers.**

# Using Edge-M in Conjunction with Other High Potency Sweeteners

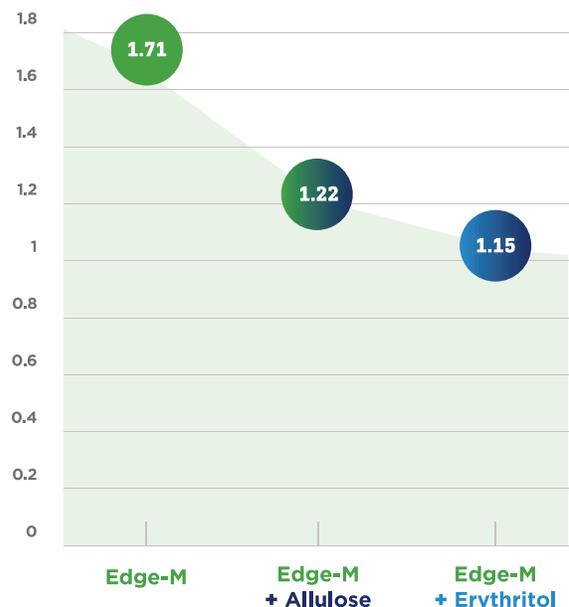
To mimic the full sensory profile of sucrose, low/no-calorie sweeteners are used in combination to increase upfront sweetness and achieve higher overall intensity than what stevia can traditionally achieve on its own.



**When combined with allulose or erythritol, SweetRight® Stevia Edge-M's bitter response is improved even further.**

These complementary ingredients also provide additional sugar-like functionality such as bulking, humectancy, freeze point modulation and more.

### Bitter Comparison in Isosweet Blends<sup>1</sup> (7 Sucrose Equivalent Value)



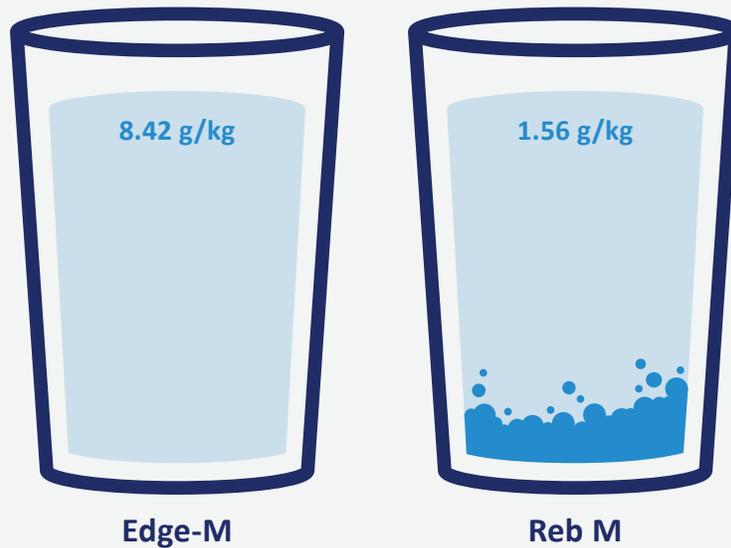


## A More Soluble Solution

Reb M stevia glycosides are typically not as soluble as their Reb A counterparts. Edge-M overcomes this challenge, with far improved solubility and very little fallout.

**SweetRight® Stevia Edge-M achieves approximately 5x increased solubility in aqueous solutions.**

**Stevia Solubility in Water<sup>1</sup>**  
Concentration at Room Temperature



## EDGE-M IS PLANT SOURCED, EXTRACTED DIRECTLY FROM THE STEVIA LEAF

SweetRight® Edge stevias are not produced by fermentation or bioconversion like many Reb M options in the market.



### THE PLANT

Stevia comes from the leaf. It has a long history as a sweetener in Japan, and as an ingredient in local teas and traditional medicines in Paraguay and Brazil.



### PROCESSING

Leaves are picked, dried, and the best parts of the leaf are extracted with water, similar to steeping tea, followed by a concentration and purification step.



### AGRONOMY AND RESEARCH

ADM explores plant breeding and processing options with our partners to ensure ours is the best possible tasting stevia, at a competitive price.



## STEVIA YOU CAN TRUST

Consumers increasingly care about where their food comes from. Our stevia comes from the leaf of the stevia plant, which is grown around the world. ADM's supply chain management is world class, with a strong focus on consistent quality, reliability and transparency. We select our suppliers based on their commitment to farming relationships, processing capabilities and overall agronomy programs.

**Wherever we do business,  
ADM applies our knowledge  
and experience to help meet the  
complex economic, environmental  
and social challenges that exist.**

# ADM Holistic Approach to Sugar Reduction

Meeting evolving and nuanced consumer demands may seem daunting, but ADM is your single solution partner with the insights and innovation to meet consumer needs and formulation challenges head-on.

Our unparalleled sugar reduction toolbox is designed to not simply reduce sugars, but to replace, rebalance and rebuild the structural integrity lost—to ensure sweet success every time.

## REPLACE SWEETNESS

Our comprehensive sweetener portfolio includes: core and foundational sweeteners, specialty nutritive, fruit-based and low and no-calorie ingredients to meet your sugar reduction targets.

## REBALANCE FLAVOR

Our characterizing flavors bring profiles that complement your sweetener system and improve overall taste perception.



## REBUILD FUNCTIONALITY

The enabling ingredients in our sugar reduction toolbox help rebuild texture, stability and nutritional functionality when reducing sugars.

### SOURCES

<sup>1</sup> ADM Research (2022, October). Proprietary Steviol Glycoside Research Results & Analysis. Decatur; ADM Science & Technology.

<sup>2</sup> ADM Research (2010-2023). Proprietary Sweetener and Specialty Sugars Research Results & Analysis. Decatur; ADM Science & Technology.

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