

MAY 19, 2014

## **New Sweetener Gains FDA Approval**

**Chicago, IL** - Ajinomoto North America, Inc. announced today that Advantame, an innovative new sweetener, has successfully completed the food additive petition process for general use in foods and beverages according to the U.S. Food and Drug Administration (FDA).



**ADVANTAME**

Advantame has a sweet, clean sugar-like taste. Because it is much sweeter than most low and non-calorie sweeteners currently available, it is anticipated to be a top candidate for food and beverage formulations. Heightened attention to the importance of healthy body weight has significantly increased demand for ingredients that deliver a good, sweet taste without adding extra calories.

"We are all very excited about Advantame. The clean sugar-like taste means that it blends very well with sugar and other caloric sweeteners, providing food and beverage companies with an alternative that has meaningful nutritional advantages," said Brendan Naulty, Senior Vice President of Ajinomoto North America, Inc. "Using less caloric sweetener to deliver good-tasting foods and beverages is a real plus in today's marketplace."

The United States follows Australia and New Zealand in its approval of Advantame as a general purpose sweetener. Final approvals in the European Union and Japan are pending.

Advantame is made from vanillin and aspartame. Because of its sweetness, it will be needed only at very low levels in foods and beverages. The sweetener has very good stability under normal storage and handling conditions. Its general use approval means it will be allowed in foods and mixes ranging from table top sweeteners, powered soft drinks, carbonated drinks, and desserts to chewing gums. Taste panel work shows that in some beverages, sweetness from caloric sweeteners may be reduced up to 30% with no difference in perceived flavor and sweetness with the addition of Advantame.

Information about FDA's approval may be found at [www.fda.gov/ForConsumers/ConsumerUpdates/ucm397711.htm](http://www.fda.gov/ForConsumers/ConsumerUpdates/ucm397711.htm).

### **About Ajinomoto Co., Inc.**

Ajinomoto Co., Inc. is a global manufacturer of high-quality seasonings, processed foods, beverages, amino acids, pharmaceuticals and specialty chemicals. For many decades Ajinomoto Co., Inc. has contributed to food culture and human health through wide-ranging application of amino acid technologies. Today, the company is becoming increasingly involved with solutions for improved food resources, human health and global sustainability.

### **About Ajinomoto North America, Inc.**

The Ajinomoto North America business brings Asian tastes to the mainstream American market with ready-to-eat specialties, seasonings and sauces for industrial, retail and food-service customers. Our Amino Acid Technologies and Ingredient Systems businesses are expanding amino science-based products to the retail market with a variety of sports nutrition, medical foods and health supplements. Through our North American Research and Innovation Center (NARIC), we're promoting advancements in science and technology through business, research and development partnerships. Ajinomoto North America, Inc., a wholly owned subsidiary of Ajinomoto Co., operates offices and manufacturing facilities in Fort Lee, New Jersey; Raleigh, North Carolina; Itasca, Illinois; Eddyville, Iowa and Portland, Oregon. For more information, please visit [www.ajinomoto-usa.com](http://www.ajinomoto-usa.com).

**Media Contact:** Lisa Watson, [lwatson@watsongreenllc.com](mailto:lwatson@watsongreenllc.com)  
202-251-0012