

communiqué de presse / press release

Lille, November 15th 2011

Following the European Commission's final approval for the use of stevia extracts, Tereos PureCircle Solutions announces the forthcoming launch of "SteviaSucres"

Tereos PureCircle Solutions, the joint venture between Tereos and PureCircle, welcomes the EU Commission's final approval for the use of stevia extracts in foods and beverages in the European Union.

The regulation permitting the sale and use of stevia extracts has been officially adopted. It will come into force and will be directly applicable in the EU Members States 20 days following the publication in the EU official journal, allowing the sale of products formulated with stevia extracts from December 2nd 2011.

In addition, Tereos PureCircle Solutions is announcing the forthcoming launch of an innovative patented sweetener solution called "SteviaSucres", combining steviol extracts and sugar to help industrial customers in the formulation of low calorie products. "SteviaSucres" offers real benefits for developing such low calorie products while totally preserving the sugar taste. Furthermore, Tereos PureCircle Solutions' "SteviaSucres" is easy to use and offers excellent dissolution potential. Tereos PureCircle Solutions, which has already been active on this market for one year, will launch the ready-to-use "SteviaSucres" mix during the next FIE (Food Ingredients Europe) exhibition.

Michel Laborde, director of Tereos PureCircle Solutions confirms, *"Tereos PureCircle Solutions is able to meet new consumer trends for caloric reduction with products with natural origin. This is a great decision for our European customers and for consumers."*

Jordi Ferre, President of PureCircle Limited's Commercial Division explains that: *"This is a very important day for the stevia industry, food and beverage manufacturers and consumers in Europe. Stevia extracts, the no-calorie sweeteners with natural origin, will play an important role in addressing consumer interest in healthier diets and sustainable ingredients, as well as to help offset rising commodity costs for our customers."*

Food and beverages sweetened with stevia extracts are increasingly being launched around the world, in dairy products, beverages and confectionary markets. France, which gave temporary approval to the use of high purity stevia extract Reb A in 2009, has enjoyed rapid growth in consumer awareness. A study, conducted in France, by PureCircle Insights Group found that 47% of participants were aware of this sweetening solution by July 2011.

About Tereos PureCircle Solutions

Tereos PureCircle Solutions in Europe is a 50/50 joint venture between Tereos and PureCircle. Tereos PureCircle Solutions develops and markets a portfolio of high purity stevia extracts and innovative sweetening solutions combining sugar and stevia extracts in the following European countries: France, Belgium, Czech Republic, Italy, Spain and Portugal. Tereos PureCircle Solutions is able to address major food and beverage companies' needs in terms of launching reduced calorie products.

About stevia

The stevia plant or *Stevia rebaudiana* is native to South America and has been used for centuries as a sweetening ingredient. Stevia leaves are brewed like tea to extract steviol glycosides, the sweet components of the plant. One of the best-tasting and sweetest of all the steviol glycosides is high purity Rebaudioside-A (Reb-A), which is 300 times sweeter than sugar. Stevia can be found in hundreds of food products around the world, including teas, soft drinks, juices, yogurt, soymilk, baked goods, cereals, salad dressings, confections and as a tabletop sweetener. The safety of stevia for human consumption has been established through rigorous peer-reviewed research, and the FDA and Joint FAO/WHO Expert Committee on Food Additives (JECFA) recognize it as safe. Stevia has a zero glycemic index rating and is safe for people with diabetes.

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