

LOW-CALORIE SWEETENERS IN SOFT DRINKS

Low-calorie sweeteners have been used safely in soft drinks in Europe since the 1970s. Today there are several different types, each with their own unique taste profile. They are used in a wide range of food and drink products — often in combination — and enjoyed by consumers around the world. Soft drinks containing low-calorie sweeteners include still, carbonates, dilutables, iced teas and flavoured waters.

HOW THEY WORK ▼

They bind to the mouth's sweet taste receptors providing a sweet taste:



Used in foods and drinks



Provide a sweet taste with no or few calories



A very small amount delivers a high level of sweetness



Help with the **management of diabetes** as low-calorie sweeteners do not affect blood glucose levels



Do not cause tooth decay



Assist in weight management when consumed in place of sugars or as part of a weight loss programme



Provide a sweet taste with no/low sugar and calories help reduce overall intake

Confirmed as safe by European and international authorities including the European Food Safety Authority. Approved for use in Europe and given:

- An Acceptable Daily Intake (ADI), estimating how much can be consumed every day over a lifetime without a risk to health
- An E number for 'Europe' confirming that the food additive is considered to be safe by EFSA and is approved by European regulators for use in foods and drinks

All products with low-calorie sweeteners carry clear labelling

Sweeteners are always clearly labelled at least twice on soft drinks in the EU. European food labelling legislation requires that the presence of a low-calorie sweetener in food and drink products is indicated on the label as 'With sweetener(s)' next to the description of the product.

On a label, an additive must be designated by the name of its functional class, followed by its specific name, or its E number e.g. 'sweetener: aspartame' or 'sweetener: E951'.

E Number =

- ✓ Safety
- ✓ Regulatory Approval

SPARKLING
LOW CALORIE DRINK
with SWEETENERS

Sweeteners:
E952, E950 & E954

330ml

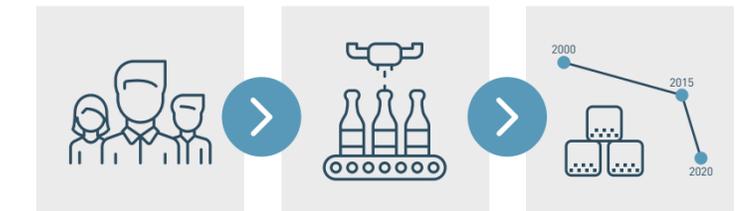
Why low-calorie sweeteners are important in soft drinks

Provide the consumer with innovative and great-tasting soft drinks that:

- CONTAIN NO OR LOW IN SUGARS
- ARE NO OR FEW CALORIES



Support policy-makers and industry in meeting their sugar reduction targets:



There are eleven low-calorie sweeteners approved for use in soft drinks in Europe, and most parts of the world. Let's take a closer look at the four that are most frequently used – either on their own or in combination – to achieve the desired taste profile.

ACESULFAME K ▼

Used in Europe since 1983

E Number **E950** Discovered **1967** Sweetness Index **150-200** times sweeter than sugars



Approved for use

Extensive studies support the safety of acesulfame K and demonstrate that it is safe for human consumption.



The Acceptable Daily Intake (ADI) in the EU has been set at 0-9 mg/kg bodyweight. For an adult, without any other source of acesulfame K in the diet, this is equivalent to drinking six standard 250ml glasses of soft drink sweetened with acesulfame K at the maximum permitted level every day throughout their life. Soft drinks frequently contain acesulfame K at less than the maximum permitted level.



0 calories per 250ml glass

ASPARTAME ▼

Used in Europe since 1983

E Number **E951** Discovered **1965** Sweetness Index **150-200** times sweeter than sugars



Used in very small amounts, less than 1 calorie per 250ml glass

Approved for use

Aspartame is one of the most thoroughly tested ingredients ever. Over 200 studies confirm its safety, including the latest EFSA Scientific Risk Assessment in 2013.



The three components of aspartame — phenylalanine, aspartic acid and methanol — are commonly found in nature, including in eggs and tomatoes.

The Acceptable Daily Intake (ADI) in the EU has been set at 0-40 mg/kg bodyweight. For an adult, without any other source of aspartame in the diet, this is equivalent to drinking 16 standard 250ml glasses of soft drink sweetened with aspartame at the maximum permitted level every day throughout their life. Soft drinks frequently contain aspartame at less than the maximum permitted level.

STEVIOL GLYCOSIDES ▼

Used in Europe since 1983

E Number **E950** Discovered **Used by natives of Paraguay for over 1,500 years** Sweetness Index **150-200** times sweeter than sugars



Approved for use

Risk assessment bodies and regulatory agencies around the world have reviewed the safety and authorised the use of steviol glycosides. They include the European Commission (based on safety advice from EFSA), the US Food and Drug Administration, Health Canada, Food Standards Australia/New Zealand and the Food and Agriculture Organisation/WHO global panel of food ingredient experts.



The Acceptable Daily Intake (ADI) in the EU has been set at 0-4 mg/kg bodyweight. For an adult, without any other source of steviol glycosides in the diet, this is equivalent to drinking 12 standard 250ml glasses of soft drink sweetened with steviol glycosides at the maximum permitted level every day throughout their life.



The only low-calorie sweetener (of natural origin) approved in Europe

SUCRALOSE ▼

Used in Europe since 2000

E Number **E955** Discovered **1976** Sweetness Index **500-600** times sweeter than sugars



Approved for use

Extensive studies support the safety of sucralose and demonstrate that it is safe for human consumption.



Sucralose is produced from sucrose (table sugar) and is therefore structurally very similar.



The Acceptable Daily Intake (ADI) in the EU has been set at 0-15 mg/kg bodyweight. For an adult, without any other source of sucralose in the diet, this is equivalent to drinking 12 standard 250ml glasses of soft drink sweetened with sucralose at the maximum permitted level every day throughout their life. Soft drinks frequently contain sucralose at less than the maximum permitted level.



0 calories per 250ml glass

For more information on sweeteners, please contact the BSDA on 0207 405 0300