

FSANZ approves Non-GMO Reb M Stevia Leaf Sweetener

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SweeGen, Inc. is dedicated to the development, production and distribution of non-caloric sweeteners for the food, flavor and beverage industries. Sweegen is a provider of non-GMO, nature-based stevia sweeteners has announced Food Standards Australia New Zealand (FSANZ) has assessed and approved BESTEVIA® Reb M Stevia Leaf Sweetener for use as a food additive in Amendment No. 183 issued on January 23, 2019.



BESTEVIA Reb M is a non-caloric, high-purity stevia sweetener with a clean, sugar-like taste that can replace up to 100% of sugar or artificial sweeteners in beverages, dairy products, bakeries and nutritional foods, amongst many other applications.

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After performing a detailed safety evaluation, FSANZ amended the current specification for Rebaudioside M under the Australia and New Zealand food standard code to include Sweegen's BESTEVIA Reb M, produced through a unique, stevia leaf - based bioconversion process.

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Sweegen is looking forward to working with local flavor houses to support sugar reduction projects locally. The world-wide trend towards clean labels supports the use of nature-based, non-GMO, sustainable ingredients, like Sweegen's BESTEVIA Reb M.