

Singapore-based startup Alchemy Foodtech offers low-sugar food option

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Alchemy Foodtech, a venture-backed, award-winning, Singapore-based carbohydrates and sugar reduction food technology startup has announce its expansion into sugar reduction solutions, which is now used in Subway's most popular cookie island-wide.

Launched across Singapore in February 2023, this new "born in Singapore" cookie is aptly named 'Chocolate Chip Cookie Siew Dai'. 'Siew Dai' means "less sugar" in Hokkien, the term being widely-recognised by Singaporeans of all walks of life. Alchemy Fibre technology helped to reduce the sugar content from 17.5g in the original Chocolate Chip cookie to almost half in the lower sugar version, while maintaining the same amount of chocolate goodness.

Alchemy Foodtech's patented Alchemy Fibre technology platform is based on plant ingredients to replace sugars, carbohydrates and reduce glycemic index while delivering great taste and texture. As a technology partner, Alchemy Foodtech collaborates with companies on healthy and tasty food offerings. With its new expansion into sugar reduction, Alchemy Foodtech is formulating more solutions for sugar reduction in cakes, cookies, beverages, ice creams and more, in line with the company's mission to 'Make Carbs Good', drive sustainable healthy consumption in staples and treats with more partners.

After the successful launch of Alchemy Fibre for Rice blend being sold in supermarkets and used by brands like Boon Tong Kee and Lim Kee, the food technology company started to partner with Subway for their cookie innovation in 2022 and was able to deliver the first acceptable prototype within 3 months.

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