NUTRAFOODS Spectrum
perspectives on food technologies & business
ASIA

Oobli and Ingredion partners as demand for sweet proteins accelerates

14 February 2025 | News

Ingredion Ventures, Lever VC, and Sucden VenturesÂ join existing key investors to close anÂ $18MÂ funding round

Ingredion Ventures, Lever VC, and Sucden VenturesÂ join existing key investors to close anÂ $18MÂ funding round

Oobli, the first company in the world to successfully build a sweet protein platform, announced its partnership with Ingredion, a leading global ingredient solutions provider. Together, Oobli and Ingredion will accelerate industry access to great-tasting, affordable and healthier sweetener systems by bringing natural sweetener solutions like stevia alongside Oobli proteins â?? proteins that sweeten.

"Sweet proteins are a long-overdue addition to the toolkit of better-for-you sweeteners," said Ali Wing, CEO at Oobli. "Working with Ingredion's best-in-class teams to pair natural sweeteners with our novel-sweet proteins will deliver game-changing solutions in this important, growing and timely category."

Sweet proteins are a great-tasting, healthier sweetener that can be a foundational part of any combination of sweetener ingredients in food and beverages, including sodas, baked goods, yoghurts, candies and more. Sweet proteins can also be used to cost-effectively complement other natural sweeteners, helping food companies achieve ideal levels of sweetness, meet nutrition objectives and manage costs.

"We've long been at the forefront of innovation in sugar reduction solutions, and our work with sweet proteins is an exciting new chapter in that journey," said Nate Yates, VP and GM of Sugar Reduction and Fiber Fortification, CEO of Pure Circle at Ingredion. "Whether we're enhancing existing sweetener systems with sweet proteins or using our established sweeteners to unlock new possibilities, we see incredible synergies across these platforms."