

Survey special  
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**SUCRERIE**  
**MAHMOUD**  
**EL ABED**

*All Natural Sweetener Solutions*



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**Stevia &  
Solutions**

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**SUCRERIE MAHMOUD EL ABED  
& Tereos PureCircle Solutions.**

**SUCRERIE MAHMOUD EL ABED** support all projects and is present throughout chain from growing leaves until the placing on the foods market with impeccable qualities and taste.

*The expertise of sweets based on stevia solutions.*

**SUCRERIE MAHMOUD EL ABED** offers food and beverage industries sweeteners solutions with natural Stevia extracts and calorie-free.

**SUCRERIE MAHMOUD EL ABED** Produces and commercialize a complete line of pure Stevia extracts or mixtures to allow food industries an ability to develop a wide range of products reduced or with no added sugar.





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Tereos PureCircle Solutions,  
the reference supplier for  
applications based on stevia  
extracts.



In September 2010, Tereos and PureCircle Announce a Joint Venture to development and marketing of high purity stevia extracts. The synergy of both world leaders, Tereos PureCircle Solutions occupies a unique position on the market of stevia. In 2013 **SUCRERIE MAHMOUD EL ABED S.A** is a partnership with Tereos PureCircle Solutions.

**SUCRERIE MAHMOUD EL ABED S.A** has in fact industrial plants, laboratory application and the logistics of Tereos, while relying on the single vertical control, R & D and leadership in the production of PureCircle stevia and Tereos PureCircle Solutions.

Under these conditions, **SUCRERIE MAHMOUD EL ABED S.A** is positioned in preferred supplier for applications in food and beverage industry based on stevia extracts. The company offers its high purity stevia extracts in different packaging, as well as support technical and commercial and an experienced team of dedicated sugar industry to help industrial partners in the formulation of their products.



**SUCRERIE MAHMOUD EL ABED S.A** operates exclusively on the main North African markets , namely Tunisia, Algeria, Africa, Morocco, Libya and without limitation, on other markets.

## 11 molecules of stevia: the « steviol glycosides »

Steviol glycosides	R1 (C-19)	R2 (C-13)	Sweetness /sugar	Stevia content (%)
Stéviolside	b-Glc	b-Glc-b-Glc(2-1)	150-300	9,1
Rebaudioside A	b-Glc	b-Glc-b-Glc(2-1) -b-Glc(3-1)	200-400	3,8
Rebaudioside B	H	b-Glc-b-Glc(2-1) -b-Glc(3-1)	300-350	-
Rebaudioside C	b-Glc	b-Glc-b-Rha(2-1) -b-Glc(3-1)	50-120	0,6
Rebaudioside D	b-Glc-b-Glc(2-1)	b-Glc-b-Glc(2-1) -b-Glc(3-1)	200-300	Na
Rebaudioside E	b-Glc-b-Glc(2-1)	b-Glc-b-Glc(2-1)	250-300	Na
Rebaudioside F	b-Glc	b-Glc-b-Xyl(2-1) -b-Glc(3-1)	Na	Na
Rubusoside	b-Glc	b-Glc	110	-
Steviolmonoside	H	b-Glc	Na	-
Steviolbioside	H	b-Glc-b-Glc(2-1)	100-125	-
Steviolbioside	b-Glc	b-Glc-b-Rha(2-1)	50-120	0,3

### Stevia and health

Stevia extracts are 100% natural ingredients and no calories. With a zero glycemic index, stevia extracts are also suitable for people with diabetes and are part of the general trend of a healthier, more natural diet.

Various research and studies have established the harmlessness of Stevia extracts (steviol glycosides) on human health. Therefore, the FDA (Food and Drug Administration) and the FAO / WHO recognize stevia extracts as safe for human consumption.

Natural origin

calorie free

No cariogenic

Zero glycemic index

Close flavor sugar



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PureCircle is present on the entire chain of production, plant breeding stevia plant extraction and purification of plant extracts.



#### Plant breeding

Breeding Stevia varieties with higher Reb A content

#### Harvesting

Working directly with local farmer across 3 continents

#### Extraction

Producing our extract to ensure quality standards are met

#### Purification

Purifying Reb A with an unmatched scale consistency

#### Application

Providing formulation expertise to deliver great tasting products

#### Finished product

Supporting consumer communication with powerful stevia equity

**The key to our quality advantage is vertical integration**

PureCircle  
Reb A 97%

. Powder  
. Granulated

PureCircle  
SG95

. Powder  
. Granulated

PureCircle  
Alpha

. Powder  
. Granulated

SteviaSucres  
20 RebA

. Powder  
. Granulated







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# Products:

## PureCircle Rébaudioside A 97%

**270** times the sweetness of sugar.

Of the 11 molecules identified in the leaves the molecule that has the best sensory profile. With a sweetening power **270 times** that of sugar, **Rebaudioside A 97%** high purity is a zero calorie sweetener solution 100% natural. Its high purity makes it the ideal product to replace **30% to 100%** of the sugar in the formulation of tabletop sweeteners, lighter or other products of reduced-calorie beverages with superior taste quality.

*Presentation: fine powder or granule*  
*Packaging: 10 kg aluminized bags*  
*Shelf life: 2 years*

## PureCircle Alpha

**250** times the sweetness of sugar.

PureCircle Alpha is a zero calorie sweetener solution 100% natural combination of very different specific steviol glycosides. With a sweetening potency **250 times** that of sugar, Alpha PureCircle allows the development of products with exceptional organoleptic characteristics and can replace **up to all of the sugar** in the finished product.

*Presentation: fine powder or granule*  
*Packaging: 10 kg aluminized bags*  
*Shelf life: 2 years*

## PureCircle SG 95

**230** times the sweetness of sugar.

PureCircle SG 95 is a mixture of steviol glycosides with a purity of 95%. Its special composition makes it a particularly economical sweetener solution. With a sweetening potency **230 times** that of sugar, PureCircle SG 95 has a remarkably homogeneous composition for the manufacture of food or beverage products showing **30% fewer** calories.

*Presentation: fine powder or granule*  
*Packaging: 10 kg aluminized bags*  
*Shelf life: 2 years*

## Stevia & Sucre

**20** times the sweetness of sugar.

This unique product on the market brings real benefits to formulate products that are low in calories, with a sweet sensory profile completely preserved. In addition, "SteviaSucre" brings ease of implementation and excellent dissolution. "SteviaSucre" can make many products with **30-50% fewer** calories while maintaining taste and appetite.

*Presentation: fine powder or granule*  
*Packaging: 10 kg aluminized bags*  
*Shelf life: 2 years*





### III. STEVIA APPLICATIONS:

This unique product on the market brings real benefits to formulate products that are low in calories, with a sweet sensory profile completely preserved. In addition, PureCircle stevia extract brings ease of implementation and excellent dissolution.

#### Food Industry

- ✓ Beverages and carbonated drinks
- ✓ Nectars and fruit juices
- ✓ syrups
- ✓ Alcoholic beverages
- ✓ Dairy products
- ✓ Ice creams and sorbets
- ✓ Canned fruit
- ✓ Fruit preparations
- ✓ Confectionery & Chocolate
- ✓ Chewing gum and soft pellets
- ✓ Candys and sweets
- ✓ The breakfast cereal
- ✓ Desserts made with milk and fruit
- ✓ Bakery & spreads
- ✓ Tabletop sweeteners
- ✓ Diet products



Pure stevia extracts and "SteviaSucres" allow to make many foods and drinks calorie-reduced or with no added sugar.







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The Global Stevia Institute



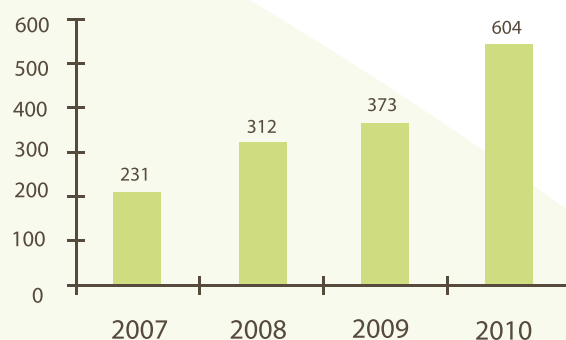
Supported by PureCircle, the Global Stevia Institute is designed to promote stevia as a natural origin sweetener and without calorie. PureCircle wishes to make available the extensive information available on stevia to a wide audience ranging from professionals health policy makers through the food manufacturers and the final consumer. Advisory Committee and the Experts Panel of Global Stevia Institute is multidisciplinary entities which are found nutritions, doctors and health educators. This diversity ensures that information on stevia is conveyed in the best possible way to inform consumers, industry and healthcare professionals.

In France, sweeteners  
based on stevia extracts represent  
nearly **30%** value of the  
sweetener market as a whole

(source : Panel Nielsen).

## The global market for stevia

In a general context for a healthy diet, stevia has today a strong growth potential. Since 2007, there has been an explosion in the number of products offered based on stevia extracts globally. They cover more than 600 new products in 2010 in a wide typology of segments: tea, soft drinks, juices, yogurts, soy milks, bakery products, cereals, salad dressings, confectionery, but also as a tabletop sweetener. Of the 600 pitches, 60% were formulated with sweetening solutions combining extracts of Stevia and sugar.



Launch products based on stevia / Global market  
(Reference number)

Source : Mintel

### III. The *Stevia rebaudiana* Bertoni called Stevia

#### A little history ...

Consumed for centuries by the Guarani Indians, *Stevia rebaudiana* Bertoni or stevia is appreciated and used to the intense sweetness of its leaves. Culture was developed in the early 80s in China to supply the Japanese market. Stevia crops are prevalent today on both sides of the Equator, Africa (Kenya), South (Paraguay, Brazil) America and Southeast Asia (Indonesia, Thailand).



#### Stevia plant

Stevia is a plant that reaches 40-60 cm, sometimes up to 1 m tall and blooms in August-September. It thrives in full sun in relatively poor soils, but fears drought, roots growing near the surface. The leaves of stevia sweeteners contain 11 molecules identified, including the **Rebaudioside A**, which has the highest content and the best sensory profile. 1 hectare of crop plant stevia today provides 4 tons of leaves which themselves give 100 kg of **Rebaudioside A**.

A culture growth!





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