



WORLD STEVIA ORGANISATION

3rd World Conference on

Stevia TasteLess 2011

The Challenge of Taste

**Impact of Stevia on French Consumers: Analysis & Lessons
for European Food and Beverage Products**

**How can we Achieve Success and
How can we Avoid a Failure?**



Report of the Conference

On behalf of World Stevia Organisation, please find here the report of the 3rd World Congress on Stevia Tasteless 2011, which was held in Paris on May 25th.

The third edition was a big success: Around **100 persons**, industrials and academics, **coming from 19 countries**, Australia, Austria, Belgium, Canada, Czech Republic, France, Germany, Greece, Israel, Italy, Mexico, Morocco, Puerto Rico, Slovenia, Sweden, Switzerland, The Netherlands, United Kingdom, USA, attended the conference.



Stevia Tasteless 2011 Abstracts Book

You can order the abstracts book of the 3rd Stevia Tasteless 2011.

You can find below the index of this abstracts book and the order form.

For more information about Stevia Tasteless 2011, please visit www.stevia-site.com

You can find below the report and some pictures of the conference.

Dr Grant E. Dubois, from Coca-Cola Company, USA introduced the conference by presenting the prospects and challenges of Natural non-caloric sweeteners



Mr Angus Flood, WSO President, USA
Pr Jean-Michel Maixent, ANSES, France



Pr Giancarlo Cravotto



Pr Henri-Eric Spinner



Dr Mohamed Negm, Pr Karim Allaf



Mr Thierry Liot, from Seppic, France



**Mrs Justine Lord,
Business Talin Manager from Naturex**



Dr Mohamed Negm, France

Discussion, Conclusion & Network Session

France is the first European country who authorized the Stevia uses in September 2009. To conclude the conference, a discussion allowed to analyze the consumer's acceptance of Stevia by French Consumers and to give lessons, critics and recommendations useful for other European countries and cultures.

After the conference, a network session was organized in order to accelerate and promote networking on the Stevia Products and Related Products field. All industrials can discuss and create network with other companies, ingredients producers and health marketing.



Dr Marvin Edeas
Pr Giancarlo Cravotto



From left to right:

Dr G. Dubois
Pr J.-M. Maixent
Mr F. Chardon
Mr T. Liot
Dr M. Negm
Mr A. Flood





From left to right:

Mr A. Flood
Pr J.-M. Maixent
Dr M. Edeas

Dr Marvin Edeas
Pr Giancarlo Cravotto





**Dr G. Dubois
Pr J.-M. Maixent**



**Mr Angus Flood,
*WSO President, elected for three years***

On behalf of WSO, Thank you



Stevia TasteLess 2011: The Challenge of Taste

INDEX OF THE ABSTRACTS BOOK

| | |
|--|------------|
| Best Selling STEVIA Products in the Japanese Market 2010-2011 | 1 |
| Welcome Note | 2 |
| General Introduction | 15 |
| Recent Scientific Advances on Stevia: the credibility side | 17 |
| Flavours & Stevia: Regulation and Perspective: What's new in France and in Europe? | 42 |
| Innovations in Flavours and sweetener extraction from Natural Sources: New Techniques and Methods | 52 |
| Stevia Extraction: The Revolution of DIC Innovation | 54 |
| Flavours & Stevia Trends in 2010-2011 | 75 |
| Off-Flavours in Food: Impact of the food matrix | 76 |
| The "Sweet Taste": the Stevia Challenge | 83 |
| Successful Applications with Stevia: Talin and Stevia – Perfectly Sweet | 99 |
| Practical Case: The Apricot Jam | 112 |
| Appendix | 117 |

Abstracts Book Order Form

Form to return by Fax or Email:

Stevia Conferences - 15 Rue de la Paix - 75002 Paris

Tél : +33 1 55 04 77 55 - Fax : +33 1 55 04 77 57 - stevia@stevia-site.com

I would like to order the following abstracts book – Unitary Price: **125€ without VAT** (French VAT: 19,6%)

- Stevia Tasteless 2011
- Malta Stevia 2010 – Sugar & Salt Reduction Strategies
- Stevia France 2010

Ms Mrs Mr

Name.....First Name.....

Society.....Fonction.....

Address.....

Zip Code.....City.....Country.....

Tel.....Fax.....

Email.....

N° of VAT.....

The abstracts book(s) will be sent after complete payment reception by our accounting department

My payment will be done by bank transfer:

Banque Nationale de Paris (BNP), 2 place de l'Opéra 75002 Paris

Bank Code: 30004 ; Agency : 00895

Account number: 00010008521 Key: 26

IBAN: FR7630004008950001000852126. CODE SWIFT: BNPAFRPPPOP

Payment by check to Takayama

Payment by credit card (Master Card / VISA)

Credit Card Number.....

Security Code.....Expiry Date.....

Card Holder Name.....

Date:_____

Signature



Project of



WORLD STEVIA ORGANISATION





WORLD STEVIA ORGANISATION

1. NAME

World Stevia Organisation (WSO)

2. STATUS

WSO is a non-profit-making international organization. In no case, part of its assets or incomes shall benefit to any private or individual partnership or corporation.

3. AIMS

The aims of WSO are to:

- Advance the practical applications of Stevia and low calories natural sweeteners, in all related fields, with particular reference to Health and diseases prevention particularly obesity and diabetes
- Analysis and provide recommendations to WSO's members, health decision makers and institutions about the last Stevia and all natural sweeteners trends, uses and problems. This analysis will be done by international qualified team members of WSO
- Transfer the basic researches and data into a real clinical and pharmaceutical applications
- Transfer the basic researches and data into a real nutritional and nutraceutical applications in food technology
- Bridge Stevia and all natural sweeteners related users and manufactures
- Bringing together the countries involve in Stevia and all natural sweeteners and pool their knowledge
- Highlighting the knowledge on Stevia Growing and helping emerging countries in their development
- Informing about the scientific research and the worldwide regulatory evolution
- Giving keys to companies to succeed in Stevia Formulation
- Encourage communication and interaction among researchers, physicians, nutritionists, industrials, food technology and strategic marketing managers through a global network

- Promote the nutritional and health benefits of Stevia by exchange ideas, information, education and coordination of International Meetings on Stevia
- Offer a forum for discussions on the late-breaking discoveries in all fields of Stevia through international publications and internet diffusion

4. MEMBERSHIP

Registration will be open to any person, irrespective of place of residence and will be submitted to approval of the Committee.

Subscription to WSO gives you:

- *Discount prices for conference registration organized by WSO*
- *Discount prices for the abstract books of the conferences*
- *You will receive the WSO newsletter by email*
- *Your contact and field of interest will be added in Stevia Business to Business Book*

More for Companies Subscription:

- *Company's logo on website, in companies area, and on all related media communication*
- *Access to strategic information*

For Companies with total business volume more than 50 millions of euros:

- *All advantages mentioned previously*
- *All and delegates and clients of company can participate to the conference with discount*
- *WSO will not criticize the actions of the companies*

5. OFFICE

Mr Angus Flood, USA

Mrs Margarita Ribo, Spain

Dr Marvin Edeas, France

Mr Ito Nakata, Japan

Mrs Nahil Jacquemier, France

Mr You Chin, China

Pr Jean-Michel Maixent, France

Mrs Sally Sanchez, Mexico

Pr Giancarlo Cravotto, Italy

Mr Mohammed Roallahn, Dubai

Dr Mohamed Negm, France

Dr David Attaf, France

Pr Karim Allaf, France

Dr Nathan Shamir, Israel

Dr Renald Blundell, Malta

6. WSO Website

www.stevia-site.com



WORLD STEVIA ORGANISATION

Membership Form

Membership registration is open now please fill the membership registration form and send it by fax to:00331 55 04 77 57 or by email to: stevia@stevia-site.com

Please enter my subscription for the following:

- Individual full membership subscription: 75€
- Company with total business volume less than one million of Euros: 370€
- Company with business volume between one million and ten millions of Euros: 750€
- Company with business volume more than ten millions of Euros: 3000€
- Company with business volume more than fifty millions of Euros: 10 000€
- Non-profit association with total business volume less than 500 000 Euros: 75€
- Non-profit association with total business volume more than 500 000 Euros: 370€

Subscription to WSO gives you:

- *Discount prices for conference registration organized by WSO*
- *Discount prices for the abstract books of the conferences*
- *You will receive the WSO newsletter by email*
- *Your contact and field of interest will be added in Stevia Business to Business Book*

More for Companies Subscription:

- *Company's logo on website, in companies area, and on all related media communication*
- *Access to strategic information*

For Companies with total business volume more than 50 millions of euros:

- *All advantages mentioned previously*
- *All and delegates and clients of company can participate to the conference with discount*
- *WSO will not criticize the actions of the companies*

First name:

Last name:

Society/Faculty:

Division / Department:

Street address / PO box:

.....

State / ZIP code: City:

Country:

Please complete other information on following page .../...

.../...

Email:

Credit card payment:

- Visa
- Eurocard Mastercard

Card number:

Card Holder Name:.....

Expiry date (MM/YY):.....

Security Code

For other means of payment, please contact us.

Signature:

Date:

*World Stevia Organisation - 15, rue de la Paix 75002 Paris France-
Phone : +33 1 55 04 77 55 – Fax : +33 1 55 04 77 57
stevia@stevia-site.com
www.stevia-site.com*

