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# **Marketing Information**

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## **Crystalline Fructose**



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Fructose is also known as "Fruit Sugar" because it is a naturally occurring sugar found in many fruits and vegetables but predominantly in honey, which contains over 40% fructose. Fructose is the sweetest of the natural sugars. Fructose is a nutritive sweetener which is processed from sugar or high fructose corn syrup (HFCS) into a pure white free flowing crystalline material.

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## **Crystalline Fructose Characteristics**

1. Sweeter than sugar with a relative sweetness of 1.2 to 1.7 compared to that of sucrose.
2. Relatively low Glycemic Index - 19
3. Excellent Solubility in water.
4. High freezing point depression
5. Low water activity (due to high osmotic pressure).
6. Excellent humectant's properties.
7. Low viscosity of solution.

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## **Crystalline Fructose Functionality:**

1. Sweetener.
2. Smaller amount is required in order to reach the same sweetness compared to sucrose, therefore result is Caloric value reduction.
3. Flavor enhancer
4. Slow release energy
5. Improved texture and mouth feel
6. Improved shelf life
7. Increased starch gel strength

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## **Applications of Crystalline Fructose**

### **A. Confectionery**

Enhanced sweetness, aroma, consistency and fruitiness of Fruit Jams, Marmalades and Jellies.

### **B. Dairy products**

Enhanced sweetness, creaminess and fruitiness of Yogurt and Dairy desserts.

### **C. Ice cream and Sorbet**

Reduces caloric content.

### **D. Functional and Energy drinks**

Enhances the natural flavor of fruit drinks. masks the after taste of artificial sweeteners and gives a significant boost to health and energy drinks.

### **E. Bakery and Cereals**

Reduces water activity and acts as an excellent browning aid.

### **F. Diabetic products**

Its slow conversion by the liver into glucose helps release glucose into the bloodstream gradually.

### **G. Ingredient**

In the production of sweet syrups such as High Fructose Corn Syrups (HFCS).

# ***Fruit'nSweet – Crystalline Fructose***

Fruit'nSweet is the brand name of Gadot's crystalline fructose products.

- Source** - Fuit'nSweet is produced from sugar (beet or cane)
- Specifications** - Fuit'nSweet meets the standards of the Food Chemical Codex, the United States Pharmacopoeia, the British Pharmacopoeia, the European Pharmacopoeia and the Japanese Pharmacopoeia.
- Non-GMO Status** - Fuit'nSweet is a non GMO product and no recombinant DNA technology is involved in its production.
- Kosher** - Fuit'nSweet is strictly kosher. Kosher for Passover can be produced upon request.

