

Ingredion partners with Better Juice to offer sugar-reduction solutions

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Israel-based FoodTech start-up Better Juice announced its collaboration with Ingredion, Inc., a leading global provider of speciality ingredients to the food and beverage industry. Ingredion Ventures, Ingredion's venture investment arm, will lead the Series A funding round for Better Juice which will fast-track penetration of its breakthrough sugar reduction solution into the US juice market.

Better Juice's innovative sugar reduction technology removes simple sugars in juice-based beverages, concentrates and other natural sugar-containing liquids. The Company developed an enzymatic technology, which converts sugars into non-digestible compounds, such as dietary fibre and non-digestible sugars while maintaining the natural profile of vitamins, minerals and organic acids in the final product.

"This important partnership step is fascinating," enthuses Gali Yarom, co-founder and co-CEO of Better Juice. "It dovetails perfectly with the Better Juice strategy to penetrate the North American market. Ingredion was impressed by our non-GMO technology and its uses in various applications. This move will open doors to leading food and beverage companies seeking sugar-reduction solutions for their products."