

PureCircle develops new antioxidant product

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While researchers have known that antioxidants are present in stevia plants, PureCircle has become the first company to be able to extract them from the stevia leaves for use in food and beverage products. The company has created a unique process for extracting and purifying this plant- based antioxidant ingredient at a global scale.

PureCircle's antioxidant product has a clean taste profile with a hint of sweetness. It is currently sampling the new product with customers, with full rollout expected after anticipated United States regulatory approval in 2018.

Experts believe antioxidants help inhibit and slow down the damage caused by free radicals in the body. The consumers' desire for these health benefits has driven an increase in product launches with antioxidant claims by more than 18 per cent over the past five years.

This new stevia antioxidant will extend PureCircle's portfolio beyond its innovative flavour modifiers and great-tasting sweeteners. This product enables the company to broaden its offerings, providing customers with a spectrum of plant-based stevia ingredients.

Commenting on the announcement, Faith Son, vice-president, marketing and innovation, PureCircle, said that stevia as an antioxidant will further support beverage and food companies in providing their customers with health benefits and great-tasting products containing compounds commonly found in superfoods such as fruits, vegetables, nuts and grains. Although it has been known that stevia plants contain antioxidants, the ability to extract is a major commercial advance.