

**YUME**<sup>TM</sup> M Stevia  
Sweetener



**A bioconverted Stevia  
Reb M with a premium  
sugar-like taste.**

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# Where science unlocks the sweetest parts of nature.

Today's consumers expect more from sweetness – exceptional taste without the sugar or calories, and cleaner labels they can feel good about every day.

## YUME™

Yume™ M Stevia Sweetener is a new generation Stevia Reb M, crafted from the stevia leaf's natural sweetness through advanced bioconversion to unlock nature's sweetest-tasting compounds.

The result is a premium clean-label sweetener with a sugar-like taste, supported by the supply confidence food and beverage innovation demands.

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**Because nature holds great taste**

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# The Sweetener Spectrum - a new perspective.

New approaches to sugar reduction are changing how we experience sweetness in the food and beverages we love.

Different sweeteners bring versatility across taste, calories, labeling, and sourcing, and the Sweetness Spectrum shows how Yume™ M Stevia fits into this landscape.

Sugar

**YUME** M Stevia Sweetener

Allulose

Monk Fruit

Sucralose

Fructose



\* Voluntary labeling in the USA per American Beverage Association guidelines. Suitability and labeling may vary in other markets.

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# Understanding today's sweetener landscape

|                            | <b>YUME</b><br>M Stevia Sweetener                     | Allulose  | Monk Fruit  | Sucralose                                      | Fructose                                | Erythritol   |
|----------------------------|---|---|---|--|---|--|
| <b>Sweetness vs. sugar</b> | <b>200 - 300% sweeter</b>                             | 70% as sweet  | 150 - 250% sweeter  | 600% sweeter                                   | 1.2 - 1.8% sweeter                      | 60-70% as sweet  |
| <b>Calories</b>            | <b>0</b>  | 0.2 - 0.4 per gram  | 0   | 0  | 4 per gram                              | 0.2 calories per gram  |
| <b>Origin*</b>             | <b>Stevia rebaudiana plant</b>                        | Fruits & foods (figs, raisins, jackfruit, and wheat)**          | Monk fruit plant (lo han guo)   | Sugar  | A sugar found in many plants            | Some fruits and fermented foods                                  |
| <b>Taste profile</b>       | <b>Premium sugar-like taste, no bitter aftertaste</b> | Clean & sweet, very similar to sugar, no significant aftertaste | Sweet with a slightly fruity undertone. Clean taste, minimal aftertaste | Intense sugar-like taste, no bitter aftertaste | Similar to sugar, slightly more intense | Clean, sweet taste similar to sugar with a slight cooling effect |
| <b>Labeling in USA</b>     | <b>Stevia Extract***</b>                              | Allulose  | Monk Fruit Extract  | Sucralose                                      | Fructose                                | Erythritol   |

\*All sweeteners can be made from nature, but the exact source depends on the production method. \*\*Can also be produced by enzymatic transformation. \*\*\* Voluntary labeling in the USA per American Beverage Association guidelines. Suitability and labeling may vary in other markets.

# Unlock the future of sweetness with Yume™

Crafted from the stevia leaf's sweetness through innovative bioconversion, Yume™ M Stevia unlocks naturally-occurring stevia compounds for a sugar-like taste with reliable, scalable supply and a lower-cost in use.



## Aqueous-only extraction

Innovative and proprietary bioconversion technology ensures a cleaner aqueous-only extraction process – eliminating the need for chemical solvents.

## Smart supply chain

A consolidated, reliable all-Americas supply chain that simplifies transport logistics, reduces cost exposure, and increases supply confidence.

## Premium taste

Clean, sugar-like sweetness with no bitter aftertaste, enabling the highest levels of sugar reduction.

**YUME**<sup>™</sup> M Stevia  
Sweetener

**Innovate the  
future of sweetness.**

Talk to an expert

>

Made by Manus<sup>™</sup>. Brought to you by Tate & Lyle.

**Yume<sup>™</sup> M Stevia**

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