



incredo<sup>®</sup>





**Our vision is to drive the next generation of breakthrough ingredient technologies, rooted in nature and advanced by science**

**Our mission is to empower customers to create delicious, healthier products that consumers love, through science-driven and easy-to-use ingredient solutions**

# Meet Incredo

## Business Overview

### Founded 2014

### B2B business

offering a full solution with unparalleled formulation know-how

### Proprietary Tech

facilitating the sugar flavor delivery with lower volumes but great taste

### R&D Pipeline

Building the next wave of science-led ingredient technologies

### US\$60m

Raised to date

### Global Organization

With presence in the U.S and EU

### Fully commercial

Incredo® sugar Gen 1  
Incredo® sugar Gen 2

### Highly experienced team

Led by executives from a variety of F&B and ingredients industries

### Clear ESG Advantages

Good health, wellbeing and social benefits

## Select Investors

### Strategic



**FERRERO**

### Financial

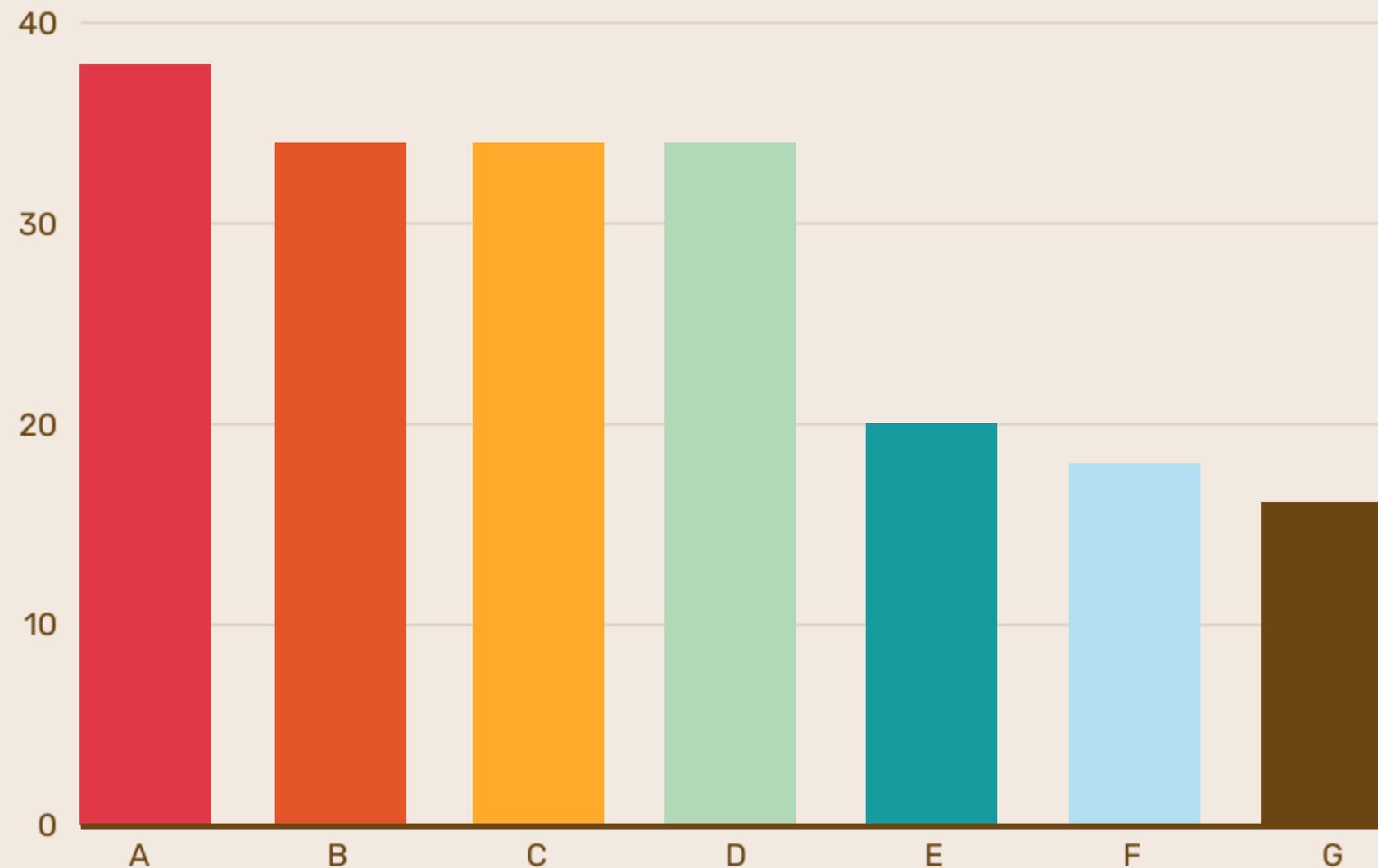


**Sienna**  
VENTURE CAPITAL

**BLUERED**

# Consumers are Seeking Healthier Options

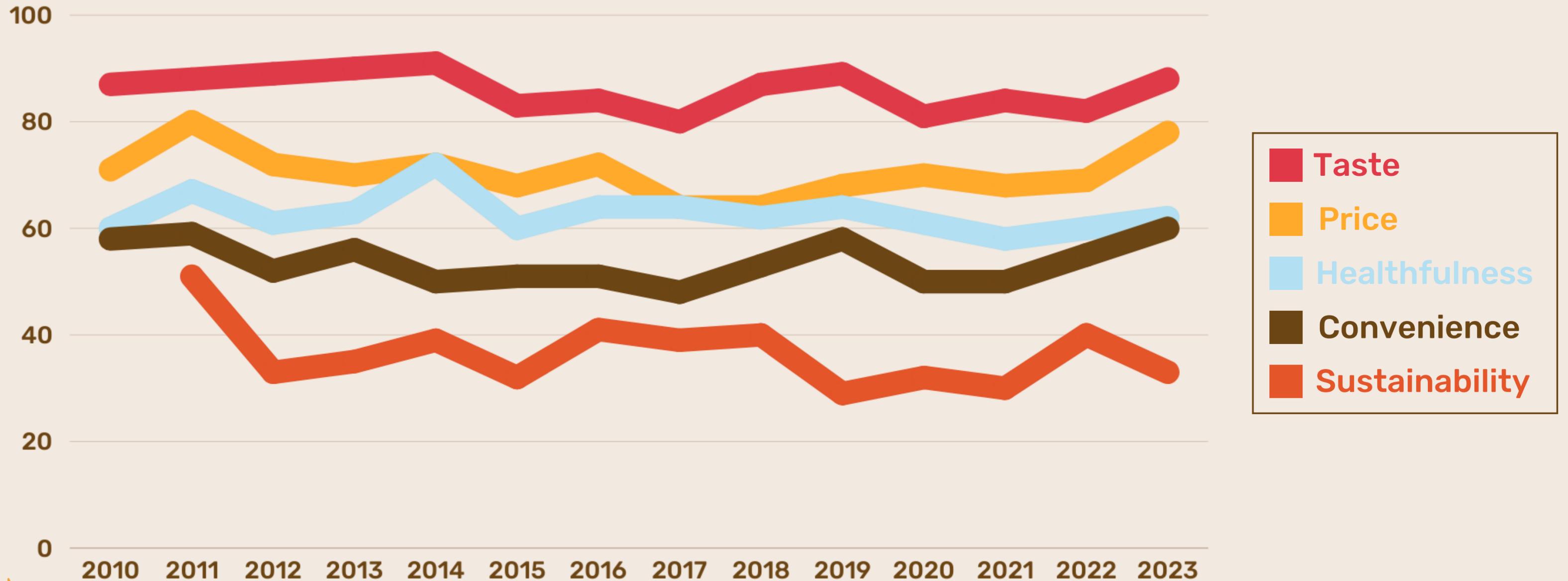
Q: Which of the following statements, if any, best reflects your own views?  
I would eat more sweets/chocolate in a given week if...



- A. I believed they were less detrimental to my health.
- B. They contained less sugar.
- C. If they contained other healthy ingredients, such as fiber.
- D. If they had fewer calories.
- E. If they cost less.
- F. I would not eat more sweets/chocolates.
- G. If they were produced in an environmentally sustainable way.

# Taste Remains the #1 Purchasing Driver

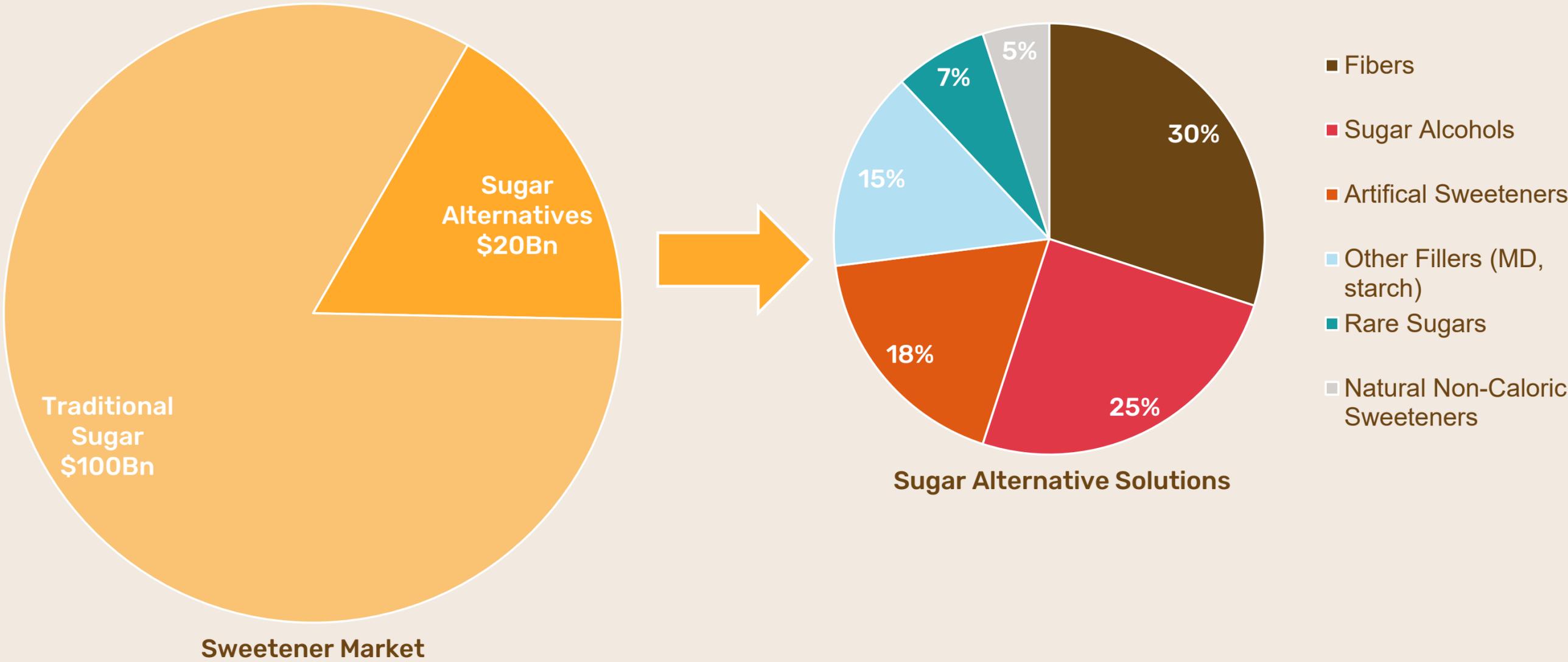
Q: How much of an impact do the following have on your decision to buy foods and beverages?



S2023 Food and Health Survey by IFIC (n=1,022)

# Sugar Alternative Market is Worth \$20Bn & Growing

Current sugar alternative solutions capture 17% of the sweetener market despite their limitations



Projected to reach \$40B by 2034, growing at 8% annually as improved solutions and technologies drive broader adoption

# Meet Incredos Sweet Technology

## UP TO 70% LESS SUGAR

While maintaining the delicious taste of sugar



## GREAT CLEAN TASTE

No aftertaste, cooling effects or off-flavours



## BETTER NUTRITION

Volume for more nutritional and functional ingredients



## NO SUGAR ALCOHOLS OR E-NUMBERS

Labels as "sugar" or "sugar, protein"



## SUGAR FUNCTIONALITY

Browning, bulking, texture – just like sugar



'Best Inventions of 2020' Time Magazine



Season 3, Episode 1: Sugar

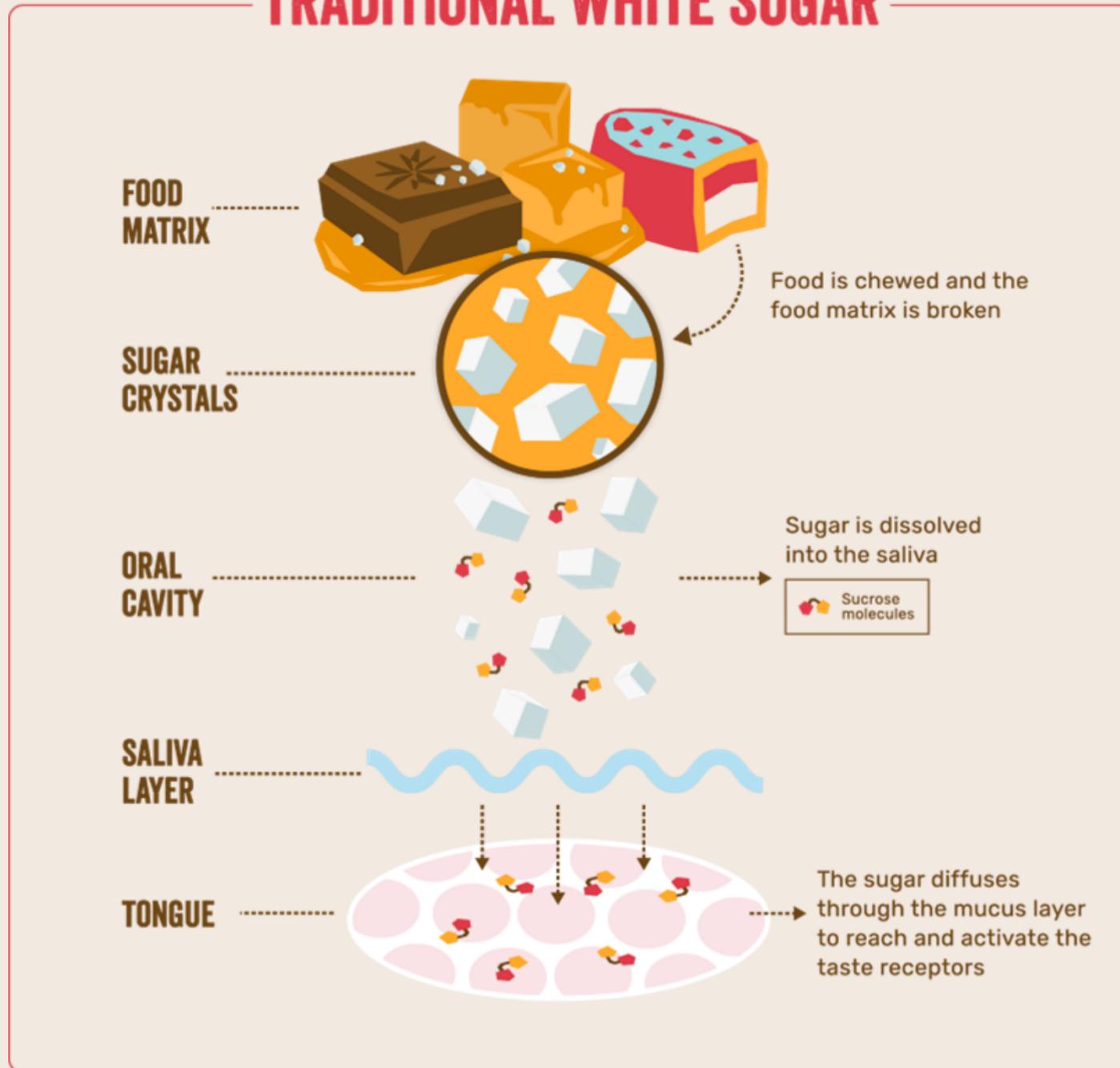


Over 20 granted patents

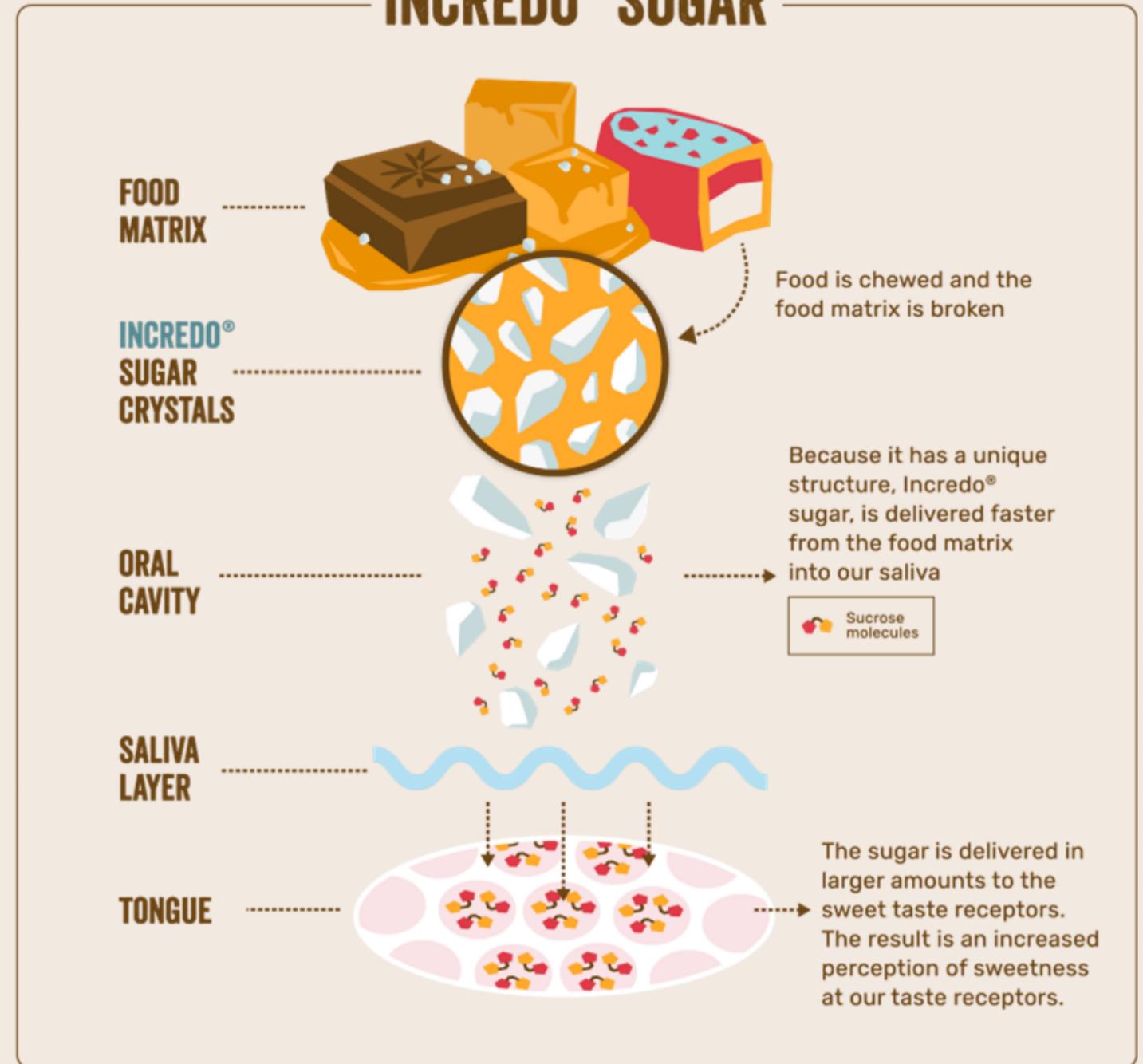


# How Does Incredito Sweet Technology Work?

## TRADITIONAL WHITE SUGAR



## INCREDITO<sup>®</sup> SUGAR



# Incredo's Product Portfolio

## Sweet Technology

**Incredo Sugar G2**



**Concentrated sweetness ingredient  
for customizable and flexible  
formulation**

**Incredo Sweetmix**



**Ready-to-use sweet mix with built-in  
functional components for well-  
rounded formulation and consistency**

# Incredo Partners

We collaborate with a diverse array of partners worldwide



“ Our low-sugar Jolly Llama frozen yogurt bars, Half-Dipped Strawberry 'N Cream Yogurt Bar and Half-Dipped Vanilla 'N Cream Yogurt Bar, feature Blommer Discovery white coating made with Incredo® Sugar. They are so delicious you'd never guess they're reduced in sugar, perfectly aligning with our customers' preferences. We're thrilled to have Discovery and Incredo® Sugar in our toolbox of sugar reduction solutions! ”

**Shane Petersen, VP/COO**  
Casper's Ice Cream  
[caspersicecream.com](http://caspersicecream.com)



Jolly Llama Frozen Yogurt Bars sweetened with Incredo

# Blommer Chocolate | Case Study

## Discovery

Discover Great Taste, with Less Sugar

Discovery is a first-to-market reduced sugar product line empowered by Incredo® Sugar technology.

This unique patented technology, made with real cane sugar, enables our Discovery products to achieve up to 67% sugar reduction without using any high intensity sweeteners or sugar alcohols.





Up to 67%  
reduced sugar



Classic  
chocolate taste



Added fiber



Labels as  
cane sugar



No high intensity  
sweeteners



No sugar  
alcohols



Non-GMO



SUSTAINABLE · ORIGINS

## Successful Partnership

- Regional partner in US and Canada for chocolate category
- Discovery Line: Up to 70% reduced sugar product line
- Offerings with increased fiber or protein

## Examples of a Few Discovery Products

Product Name	Fat Type	Sugar per 100g	Application
Aldrin Gold Reduced Sugar Dark Chocolate Coating	Cocoa Butter	15.6g	Enrobing & Panning
Gordon Gold Dark Confectionery Coating*	Cocoa Butter, Vegetable Fat	30.2g	Ganache, Enrobing
Rubins Gold Reduced Sugar Dark Chocolate Discs*	Cocoa Butter	20.1g	Enrobing & Panning
Armstrong Gold Reduced Sugar Dark Drops 1000 Ct	Cocoa Butter	24.5g	Trail Mix, Inclusion
Armstrong Gold Reduced Sugar Dark Drops 4000 Ct	Cocoa Butter	24.5g	Inclusion
Helms Gold Reduced Sugar Dark Chocolate Coating	Cocoa Butter	30.3g	Enrobing & Panning
Kerwin Gold Reduced Sugar Milk Confectionery Discs	Vegetable Fat	35.1g	Enrobing & Panning
Gibson Gold Reduced Sugar Milk Chocolate Coating	Cocoa Butter	35.9g	Enrobing & Panning
Resnik Gold Milk Protein Confectionery Coating	Vegetable Fat	24.4g	Enrobing & Panning
Collins Gold Reduced Sugar Dark Confectionery Discs	Vegetable Fat	37.3g	Enrobing & Panning
Bluford Gold Reduced Sugar White Confectionery Discs	Vegetable Fat	39.3g	Enrobing & Panning
Roosa Gold Reduced Sugar White Chocolate Coating	Cocoa Butter	41.3g	Enrobing & Panning
Godwin Gold Reduced Sugar White Ice Cream Coating	Cocoa Butter	36.3g	Ice Cream & Frozen Novelties
Jemison Gold Reduced Sugar Dark Confectionery Drops 1000 Ct	Vegetable Fat	43.5g	Trail Mix, Inclusion

\*Fair Trade option available

# Questions?



SEASON 3 EPISODE 1 - SUGAR



THE TIMES



Bakery & Snacks

FORTUNE

FoodNavigator  
EUROPE

THE  
SPOON



FOOD DIVE GLOBES

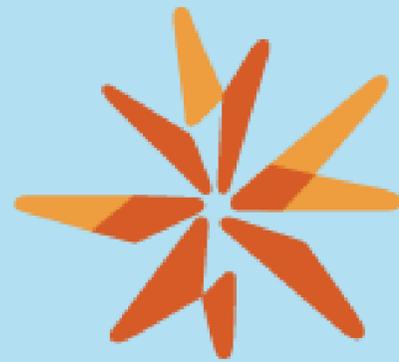
INTERNATIONAL

CONFECTIONERY & more

TIME

[www.incredosugar.com](http://www.incredosugar.com)

# Thank You



incredosugar®

