

Good & Sweet™

Natural Stevia Extract, Reb-A 99%



NATURAL ZERO CALORIE SWEETENER

FDA CONFIRMATION

On July 20, 2009, the U.S. Food & Drug Administration (FDA) officially confirmed the GRAS status of Blue California's **Good&Sweet™** Reb-A. Blue California received the agency's no objection letter for the use of this ingredient in food products. Blue California is the third company and the only manufacturer of pure Reb-A to receive FDA's GRAS confirmation.

Blue California established a new purity standard for Rebaudioside-A in 2008, and it is obvious now that a new standard for best tasting stevia has been established with **Good&Sweet™** as well. High purity was, from the very beginning, the driving force behind the development of this product; Blue California's goal was to achieve a degree of purity that would meet, or exceed, FDA's safety requirements for food products. Taste has been from the very beginning the unique characteristic that set this high purity stevia extract apart from the competition. A natural manufacturing process is used to remove the bitter components, characteristic of the stevia plant, isolating pure Rebaudioside A and creating an ingredient that has the clean taste that is ideal for food products. Since taste is a critical component of any food product, **Good&Sweet** has become the chosen ingredient for food manufacturers interested in reducing calories without affecting the normal taste of their food products.

FOOD AND BEVERAGE APPLICATIONS:

It is the excellent taste and purity of **Good&Sweet™** that makes this natural sweetener the logical choice for formulators and food scientists. The fact that **Good&Sweet™** is 400 times sweeter than sucrose, translates to smaller quantities being necessary to attain the desired sweetness in food and beverage products, the clean taste of this purified sweetener makes taste-masking unnecessary for most food products. Formulators have confirmed that **Good&Sweet™** is clearly the "best tasting Reb-A in the market" and excellent taste is the perhaps the most important factor when using High Intensity Sweeteners. Due to its purity, **Good&Sweet™** does not have any of the off-notes and bitter taste associated with Steviosides and other Reb-A products that do not meet the same level of purity.

Good&Sweet™ is a stable ingredient and perfectly suited for a variety of food and beverage applications such as general diet products, sports nutrition, functional foods, sauces, desserts, confectioneries, yogurts, fruit juices, fruit products, chewing gum, candy, bakery, and a variety of cereals and snacks; in other words, any product where taste is of the outmost importance. Consumers will enjoy a deliciously sweet product - naturally sweetened, without the added

calories of sugar or the negative side effects associated with some sugar substitutes and artificial sweeteners. **Good&Sweet™** offers these optimum features for food applications:

- GRAS certification
- FDA's no objection letter of July 20, 2009
- Stable in temperatures up to 350 degrees Fahrenheit
- 100% solubility in water
- 400 X sweeter than sugar
- Highest purity in the market
- Excellent clean taste, no characteristic after-taste of other stevia products.
- Free of pesticides and other contaminants- can be used in organic products.
- GMP, ISO-9001 and Kosher certifications
- Third Party Audits and Validation

QUALITY CONTROL:

Good&Sweet™ is manufactured under strict GMP and ISO-9001-2001 quality certifications. Our production facility and manufacturing processes conform to GMP quality requirements in NSF/ANSI Standard 173, Section 8 for dietary supplements and international standards (ISO-9000-2001). In 2006 Blue California was awarded GMP (Good Manufacturing Practices) registration by NSF (National Science Foundation), Hazard Analysis and Critical Control Points (HACCP) for food safety and Kosher certification through KOF-K.

Blue California, with its large manufacturing capacity of Reb-A 99% purity is ready to help the world market meet the growing demand for Reb-A in 2009 and the coming years.



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