



Seminar on

Sweeteners- Innovative Ingredients for a Better Health

14th December 2018, Hotel Novotel, Juhu, Mumbai

Consumers are concerned about the consumption of the sugar. Sugar has overtaken fat as the latest 'food villain', and brands are taking consumers' growing concerns about sugar very seriously. Notwithstanding from consumer pressure, government and health departments continue to drive the food industry into playing their part in encouraging consumers towards healthier eating habits.

With the growing rate of obesity and diabetes reaching epidemic proportions, low calorie sweeteners can be a useful solution and provide important health benefits while allowing people to enjoy sweetness with practically no calories.

Also, the approaching policy pressures to address the overconsumption of sugar, linking with the rising epidemic of obesity and non-communicable diseases (NCDs); the food industry has been working to deliver solutions through healthier product innovation and reformulation particularly around reducing the sugar content in food and beverage products.

The reduction in the level of Sugar is going beyond "just taking the sugar out" as it contributes to other functional roles besides influencing taste.

To address this, Low Nutritive Calorie Sweeteners (LNCS) are playing vital role by contributing to sweet taste with few or no calories. Being amongst the most thoroughly researched ingredients worldwide, with scientific studies and food safety authorities consistently confirming their safety, low calorie sweeteners can be used in place of sugar as part of a balanced diet.

However, the reputation of Low/Non-Calorie Sweeteners (LNCS) has been constantly challenged with alleged associations for causing weight gain and cancers, in spite of current scientific findings suggesting otherwise. This negative narrative is mainly influenced by misinformation and pseudo- science.

This seminar will focus on creating awareness among the stakeholders about the LNCS; debunking the myths associated with it & its impact on diet and health and way Forward from Public Health Perspective in curbing NCDs

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DRAFT PROGRAM

Time	Programme
0915 - 1000 hrs.	Registration
1000 – 1015 hrs.	<ul style="list-style-type: none"> • Welcome by Mr. Abhinav Singh, Deputy Director, CIFTI-FICCI • Introductions by Mr. Steven Bartholomeusz, Policy Director, Food Industry Asia (FIA)
1015 – 1100 hrs.	<u>Into the World of Sweeteners- Understanding Low/Non- Calorie Sweeteners- An Insight to the Development of LNCS</u> by Dr. Joseph Lewis, Food Regulatory Consultant Foods, Health Supplements, Labelling and Claims*
1100 – 1130hrs.	<u>Reformulating with Low/Non- Calorie Sweeteners – Debunking the Bad Science</u> by Mr. Steven Bartholomeusz, Policy Director, Food Industry Asia (FIA)
1130 – 1140 hrs.	Networking tea
1140 – 1240 hrs.	<p><u>Panel Discussion on “Substitution of sugar with Low/Non- Calorie Sweeteners : Way Forward from Public Health Perspective in curbing NCDs”</u></p> <p>Panelist:</p> <ul style="list-style-type: none"> • Shri Kumar Anil, Advisor (Standards), FSSAI* • Dr. Dinesh Kumar Bharatraj, Scientist F, National Institute of Nutrition (NIN) • Dr Rekha S. Singhal, Professor, Food Engineering and Technology Department, Institute of Chemical Technology & Scientific Panel on Food Additives of FSSAI* • Mr. Sunil Adsule, Director - Scientific & Regulatory Affairs, Coca-Cola India Pvt. Ltd. • Mr. Gaurav Chaudhry, Regional Sales Lead, Tate & Lyle <p>Moderation By:</p> <ul style="list-style-type: none"> • Mr. Steven Bartholomeusz, Policy Director, Food Industry Asia, Singapore
1240 – 1255 hrs.	Open House discussion
1255 – 1300 hrs.	Concluding Remarks by Mr. Abhinav Singh, Deputy Director, CIFTI-FICCI
1300 hrs. onwards	Networking Lunch

(*invited)