



The largest manufacturer of soft drinks and juices in Greece launches Ice Tea with Bayn's natural and healthy ingredients for sugar reduction

In February this year Bayn Europe AB signed a Letter of Intent with the Greek production and distribution company Paxman Ltd. Their client Loux – Greek's largest manufacturer of soft drinks and juices – launched **Plus 'n Light Ice Tea** to the major retail stores during the second quarter. Bayn supplies the solution to Loux. Plus 'n light is a new generation of soft drinks with 60% less calories, and natural sweeteners that provide the authentic delicious taste. It follows the philosophy of the innovative products that respond to consumers' needs for a more balanced diet, without added sugar and artificial sweeteners, rich flavor and unique pleasure. Loux Plus 'n Light Ice Tea is launched in three flavours; lemon, peach and mixed fruit.

"The Greek leading producer taking the initiative for sugar replacment in ice tea is another proof for the healthy sugar reduction trend. Bayn has been in Greece market before and met resistance of market launches with our Stevia solution. The new cooperation between Bayn and Paxman made a strong showcase of win-win business", said Lucy Dahlgren, managing director of Bayn.

"Stevia is a very special ingredient which requires solid knowledge and application capability. I am happy to add the value to our important customer such as Loux, thanks to our cooperation with Bayn. We look forward to a long term cooperation with Bayn for healthy and tasty sugar reduction in Greek market", said Stavros Frangias, managing director of Paxman.

About Bayn Europe:

Bayn Europe is an independent supplier of cutting edge and healthy sugar reduction solutions for the food and beverage industry. Bayn's ingredient solutions from natural sources, refined through scientific research and extensive market experience, facilitate new healthier formulations and total solution focused on taste and texture to help food and beverage companies around the world reduce sugar and calories in their products. Bayn Europe was founded in 2009 in Stockholm, Sweden, and is listed at Nasdaq Stockholm, First North, since 2014.

Mangold Fondkommission AB is Bayn's certified adviser. Telefon +46-8-5030 1550.

For more information, please contact Lucy Dahlgren, Managing Director Bayn Europe AB, e-mail ld@bayn.se