



## **BAYN STARTS SUGAR REDUCTION TREND IN THE PREMIUM MARKET**

**A new generation of sales competence has become an icebreaker ferrying Bayn to the position of Master Blender for the sugar reduction market in Stockholm.**

Bayn Europe is an independent Swedish developer of healthy sugar reduction. Bayn has developed sugar substitute solutions for ice cream, beverages, confectionery, and bakery products that optimize taste, texture and cost-in-use. The companies' core competences are in sensory profiling and blend formulation for sugar substitutes. The effective, easy to use, high functioning blends have been extremely well-received from food producers in a range of different applications.

"Bayn develops sugar reduced substitutes for indulgence with health ingredients and lower calories. Our creative blends combine sensory profiling and food science aimed to delight consumers and present healthier options. However, it has been a struggle for Bayn because food producers have been reluctant to launch new sugar reduced products that jeopardize their current cash cow." Says Lucy Dahlgren, Managing Director of Bayn Europe.

Bayn believes that sugar reduction as a healthier alternative is a consumer driven trend. Therefore, Bayn has decided to change their market strategy to a consumer-closer approach, focusing on selling of the blend solutions. Bayn's newly recruited sales manager, Max Falk, from the millennial generation, has during less than 2 weeks' time approached more than 20 premium artisan producers in Stockholm area. All of them have shown an enormous interest and have placed test order for Bayn solutions. He seems to be thinking outside the box and providing a surge

"I believe in progress and that food innovation drives the market, and that food industries sooner or later will have to adapt. People are tired of poor alternatives to sugar, some linked with severe health risks. People all over the board really want to manage their sugar intake." Says Max Falk, Market and Sales Manager at Bayn Europe

"I am proud to be a part of the Bayn-team because what their products stand for are values I really stand for as well. The premium artisans welcomed my sales approach because they are looking for healthier and tasty sugar alternatives. The biggest thing for me though, was actually tasting Bayns sugar-replacement in final products, such as premium ice cream and chocolate, the taste was simply that mind-blowing. It makes my job that much more fun." Max Falk adds.

### **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](mailto:ld@bayn.se)