



## **Bayn awards the best research in sugar reduction or sugar alternatives At the sugar reduction award 2017, London**

The inaugural Sugar Reduction Awards took place alongside The Sugar Reduction Summit at The Royal Society London, on Thursday 9th November.

The Awards were launched to recognise and celebrate the progress that has been made in sugar reduction across public health, education, academia, manufacturing and supply chains, and were supported by Layn, Sugarwise and Bayn Europe.

The Awards were judged by a carefully selected and balanced panel of 14 industry and academic experts including Judy Buttriss from the British Nutrition Foundation, Sara Petersson from Euromonitor, Prof Jason Halford from Liverpool University and Kim-Anne Le from Nestle.

Over 50 entries were received across the 7 categories and the judges were impressed by the diversity, innovation and creativity displayed by entrants. Opening the Awards Ceremony, Azmina Govindji, Dietitian and Consultant Nutritionist from Azmina Nutrition – herself one of the judges – commented “It’s really heartening to see that progress is being made in sugar reduction. Some of the entries have created or reformulated products and are demonstrating, in consumer testing, that the new product can be as desirable and tasty – if not more so in some cases – than higher sugar counter-parts.”

Azmina presented an engraved trophy to the seven winners in addition to Highly Commended certificates. A full list of the winners can be seen below.

The Sugar Reduction Summit has been running for 4 years but this is the first time the Awards were introduced. Organiser Heidi Williams from Smooth Events commented “The purpose of the Summit is to question progress and to challenge what more can be done but we wanted an opportunity to recognise and celebrate the fact that, in some area, progress is already being made. Entrants were also able to display their activities at the Summit itself, creating a showcase of best practice for attendees to learn from, and alerting them to initiatives, campaigns or new products they may not have otherwise known about.”

### **List of winners:**

#### **1. Best reduction of sugar through reformulation**

Winner – Kettle Foods for Metcalfe’s Skinny Popcorn

Highly Commended – Oppo Icecream

#### **2. Most innovative reduction of sugar through supply chain**

Winner – Subway UK and Ireland

Highly Commended – Compass Group

#### **3. Best new low/no sugar product**

Winner – On the Move Ltd, Real Good Ketchup

Highly Commended – Friesland Campino – Yazoo Milk

#### **4. Best Research in sugar reduction or sugar alternatives**

Winner – Appetite & Obesity Group, University of Liverpool

Highly Commended – Obesity Research, UCL

#### **5. Best Public Health/Raising Awareness Campaign**

Winner – Food Teacher’s Community Centre

Highly Commended – Action on Sugar and Food Active

#### **6. Best small company innovation in sugar reduction**

Winner – Tg Green Teas

#### **7. Sugar Reduction Hero**

Winner – Graham MacGregor, Action on Sugar

Highly Commended Jamie Oliver, Jamie Oliver Food Foundation



## **About Bayn Europe**

Bayn Europe is an independent formulation developer of cutting edge and healthy sugar reduction solutions for the food and beverage industry. Bayn's total solutions focus on taste, texture and cost-in-use. Bayn's product portfolio contains ingredients and sugar replacers for food and beverage applications. Bayn's business model is based on solid networks of scientific research, market channel partnerships and contracted manufacturers.

Bayn Europe was founded in 2009 in Stockholm, Sweden, and is listed at Nasdaq Stockholm, First North, since 2014.

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