



REAL HAPPY SUGAR

by **DouxMatok**



MEET INCREDO® SUGAR, REAL SUGAR BUT BETTER.

Incredo® Sugar is a sugar reduction solution based on real sugar and is the anchor for broader, innovative formulation capabilities that provide great tasting experience and healthier food products while consuming less sugar.

Incredo® Sugar empowered solutions enhance nutritional values of sweet products by adding better-for-you ingredients, supporting the need of increasing fiber and/or protein levels towards the recommended daily value.

Validated in multiple market tests, products made with Incredo® Sugar were often preferred by consumers and had considerably higher purchase intentions than the equivalent full sugar products.

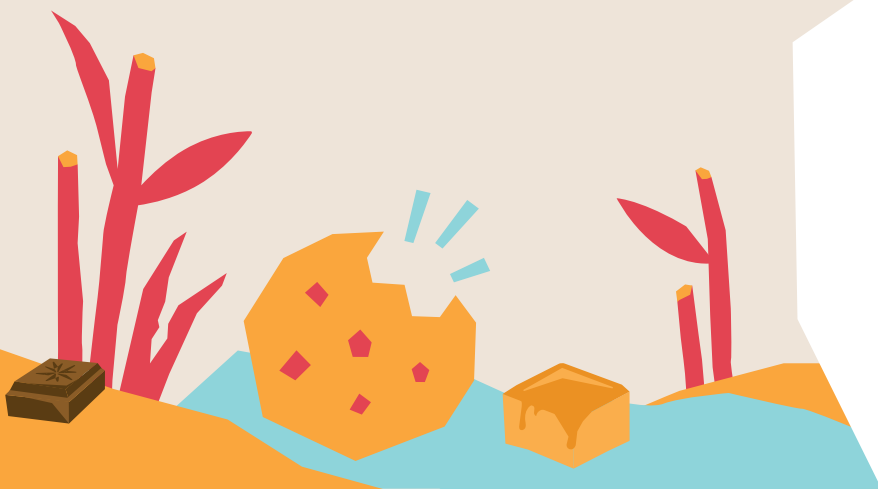
DOUXMATOK LTD.

9 Shimshon St. | Petach-Tikva 4952707 | Israel
Tel: +972 3 8060200

DOUXMATOK INC.

122 Grand St. SoHo | New York, NY 10013 | USA

Partnerships@douxmatok.com
www.DouxMatok.com
www.incredosugar.com



OUR STORY

Who we are:

DouxMatok, a global food-tech company, is pioneering efficient delivery of flavors and nutrition such as sugar, and enabling tastier and healthier consumption of foods. Our technology platform is backed by over 20 granted patents.

Incredo® Sugar solutions:

Incredo® Sugar is a sugar-based sugar reduction solution and is the main pillar of an innovative technology for sugar reduction which is based on real cane or beet sugar.

Incredo® Sugar improves the efficiency of sucrose delivery to the sweet taste receptors, allowing for higher concentration of sucrose around the 'sweet spot' and enhancing the perception of sweetness with substantially less sugar.

Incredo® Sugar is not an artificial substitute! What's unique is that it delivers the same sweetness experience and sensory profile of sugar, without compromising taste, mouthfeel, or texture.

DouxMatok is working with multiple food brands to develop tastier, healthier products, addressing key consumer needs and responding to increasing regulation around sugar reduction.



TIME FOR INCREDO®

our Incredo® sugar was recognized with a special mention as one of the best inventions by Time Magazine 2020!

At DouxMatok, we dream big, and are on a mission to make the world a happier and healthier place. With the introduction of Incredo® Sugar, we can empower both delicious taste and improved nutrition, all while curbing the overconsumption of sugar.

CLEAN INGREDIENTS AND GREAT TASTE

Made from real cane / beet sugar



LESS SUGAR

30% - 50% reduction



SUSTAINABILITY

by using up to 50% less sugar, we are more sustainable and environmentally friendly



INCREDO® SUGAR'S VALUE PROPOSITION

FLAVOR FACILITATION

Makes the "good" ingredients the heroes again



BETTER NUTRITION

Volume freed for more nutritional and functional ingredients



FACTS ABOUT OVERCONSUMPTION OF SUGAR AND OBESITY

39% OF ALL ADULTS WORLDWIDE ARE OVERWEIGHT ¹

13.7M CHILDREN AND ADOLESCENTS (18.5%) ARE OVERWEIGHT OR OBESE IN THE U.S ⁵

42% OF THE U.S POPULATION IS OVERWEIGHT OR OBESE ²

34M AMERICANS HAVE DIABETES (ABOUT 1 IN 10), APPROXIMATELY 90-95% HAVE TYPE 2 DIABETES ⁶

23^T_SP PER DAY IS THE SUGAR CONSUMPTION OF THE AVERAGE PERSON IN THE U.S ³

\$149B IS ESTIMATED ANNUAL SPEND ON HEALTH ISSUES ASSOCIATED WITH OBESITY ⁷

BMI > 40 INTRODUCE NEARLY THREE TIMES GREATER RISK OF DYING FROM COVID-19 THAN THOSE OF NORMAL WEIGHT ⁴

- Research has shown, consumers are seeking products they are able to enjoy with healthier nutritional profiles.
- Gaining weight is a consumer's first health concern, often related to the overconsumption of sugar. This is particularly important when planning children's nutrition.
- Reduced sugar products introduced to the market which are not based on real sugar, are perceived by the consumer to have less taste appeal and other alternatives using polyols are not desired for children and may cause laxative side effects.

Why is it so difficult to reduce sugar?

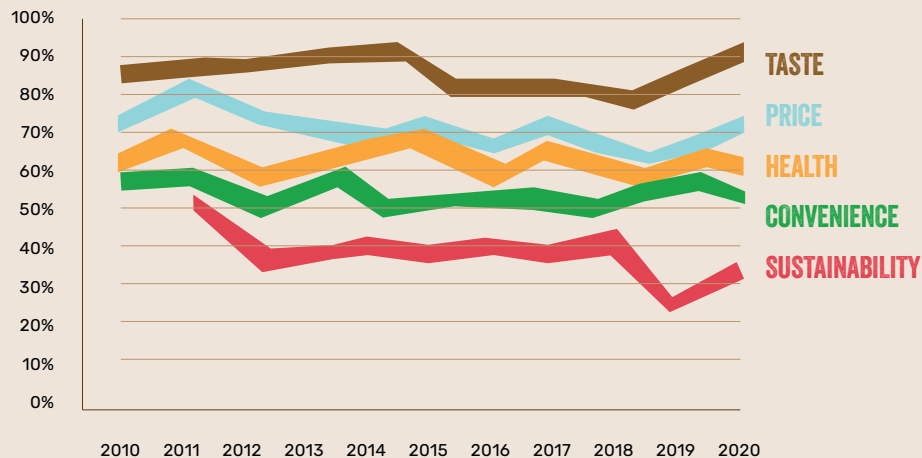
- Sugar has a major functional role in many culinary processes. Sweetness is only one attribute that sugar has as an ingredient.
- Sugar contributes to color, texture, mouth feel, shelf-life extension and more. Once it is removed, or reduced, all of these attributes will be impacted.
- Often reduced-sugar claims are associated with less tasty products and hence are less preferred by consumers.

1 <https://www.who.int/news-room/fact-sheets/detail/obesity-and-overweight>
2 <https://www.cdc.gov/nchs/products/databriefs/db360.htm>
3 http://www.healthyfoodamerica.org/sugar_and_health
4 <https://www.nytimes.com/2020/08/14/health/covid-19-obesity.html>
5 <https://www.cdc.gov/obesity/data/childhood.html>
6 <https://www.cdc.gov/diabetes/basics/type2.html>
7 <https://www.sciencedirect.com/science/article/pii/S1098301516000553>



TASTE IS THE #1 DRIVER FOR FOOD PURCHASING DECISIONS

A 2020 Food and Health Survey conducted by the International Food Information Council (IFIC), found that taste is the number 1 factor in food purchase decisions. Being able to consume less sugar is dependent on successful delivery of great sugar taste with no aftertaste.



Q: How much of an impact do the following have on your decision to buy foods and beverages? (n=1,011) ⁸

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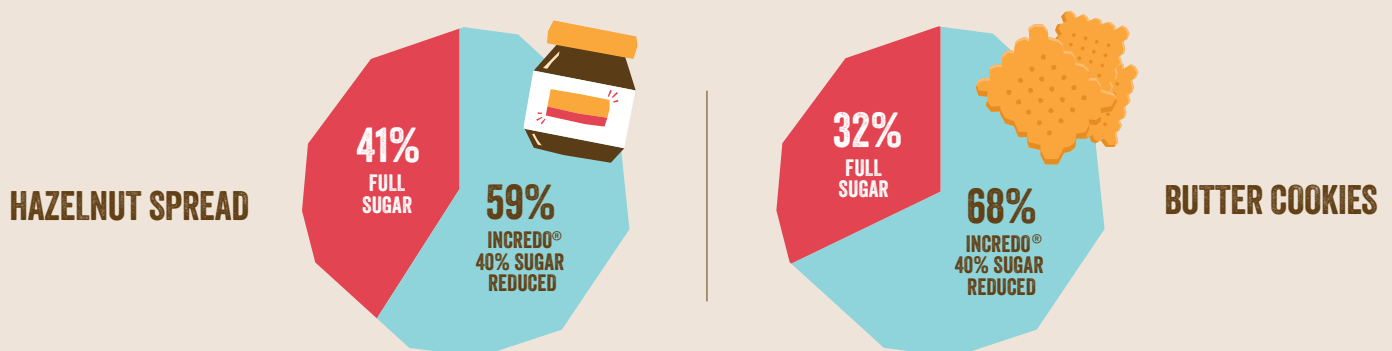
Consumers Prefer Incredito® Sugar

Consumers know best, and when we ask them – they just can't tell the difference in sweetness between items made with traditional white sugar vs. almost half of the sugar level with Incredito® Sugar.

In a series of blind taste tests, products made with Incredito® Sugar were preferred by consumers and had higher purchase intentions.

Preference test

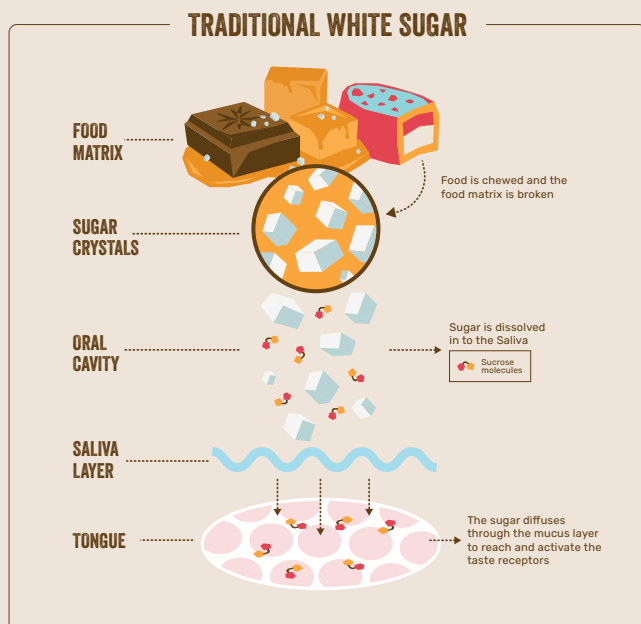
Q. Which product do you prefer?



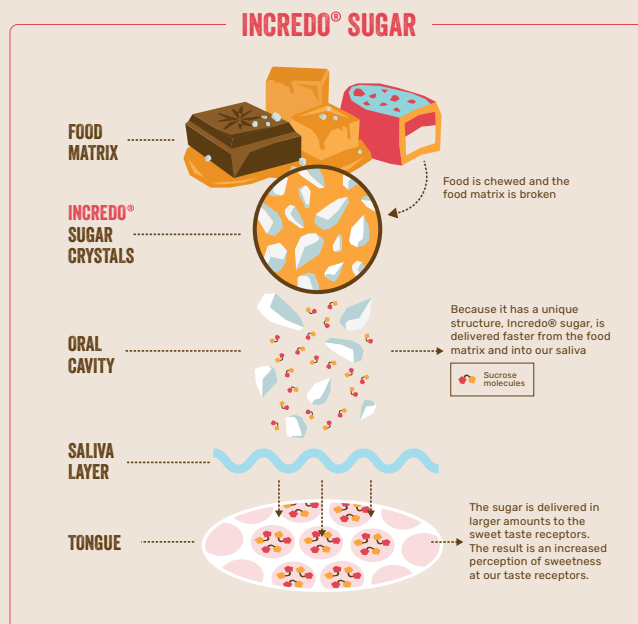
Consumer blind test, conducted in November 2018 by Nielsen's subsidiary as part of a European project (EIT). N=120 mothers of children aged 4-12. Unbranded Sequential- Monadic and Preference test; Tasting according to ISO standards (8589).

Source: 2020 Food and Health Survey by International Food Information Council (IFIC)
 testing American consumers' perceptions, beliefs and behaviors around food and food purchasing decisions. (n=1,011; ages 18 to 80)
⁸ <https://foodinsight.org/2020-food-and-health-survey>

HOW DOES IT WORK?



When we take a bite, the food matrix is broken, and some sugar is dissolved into our saliva. The sugar diffuses from the saliva and through the mucus layer, finally reaching the sweet taste receptors on our tongue. Most of the sugar in the food matrix does not make it to the taste receptors. The sweet taste receptors are activated by the sugar and start to send signals to our brain.

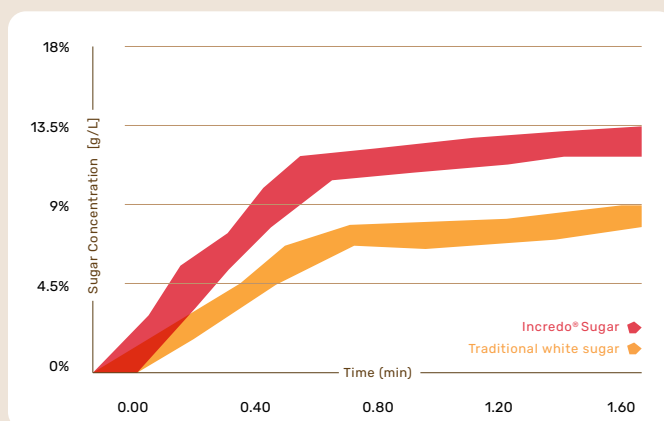


Incredosugar is made from real sugar, but it is structured differently and is delivered to the taste receptors more efficiently. Because of this structure, the Incredosugar is dissolved faster in the saliva, and creates a higher concentration of sucrose around the sweet taste receptors. Our brain interprets this higher concentration as more sugar in the food. Because the sweet taste receptors are activated by real sugar, we have the same sensation of eating traditional white sugar, without any off tastes and lingering sweetness, which are commonly associated with other sweeteners.

SUGAR DISSOLUTION

When testing sugars with exactly the same crystal size distribution in water, we can see that Incredosugar is dissolved faster than traditional white sugar.

Both sugars are made using real cane or beet sugar, but Incredosugar is structured differently to a form which is more soluble. After the dissolution is completed, Incredosugar and traditional white sugar are exactly the same and are indistinguishable.



Over 20
granted patents

Over 20
pending patents



INCREDO® SUGAR AS THE CORE PILLAR IN FORMULATIONS AND REFORMULATIONS

Our know-how includes an array of bulking solutions, including plant-based proteins and fibers to improve and optimize the nutritional profile of popular food products, addressing key consumer preferences. By adding better-for-you ingredients,

Incredo® solutions support the need of increasing fiber and/or protein levels towards the recommended daily value.

DouxMatok supported categories: cookies, chocolate, biscuits, spreads, snacks & bars, cakes, chocolate filling, pastries and sugar confectionery.



BETTER-FOR-YOU

Incredo® Sugar opens a wide range of nutritional opportunities and delivers on a variety of consumer market trends





COLLABORATION AND SERVICES

We offer a complete solution – our Increded[®] Sugar, the patented, first of its kind sugar-based sugar reduction solution– as well as a full partnership with our technical team, that brings the experience, tools and creativity necessary to achieve consumers' satisfaction.



FULLY FORMULATED PRODUCTS (NPD)

A start-to-finish development process, bringing your ideas to life while focusing on the nutritional claims that matter to your consumers.



BETTER- FOR-YOU SOLUTIONS

Our focus is not only on sugar reduction – it is about building a better product all around. Using our proprietary formulations consisting of proteins, nutritional fibers, and more, we provide an overall better nutritional profile.



ADAPTING TO CURRENT MARKET TRENDS

Consumer preferences are rapidly shifting, and we can help prepare for that. From supporting formulations that are vegan and gluten-free, to working together on market trends and strategy, our complete solutions will not only taste great, but will be aligned with your brand proposition.



PRODUCT RE-IMAGINING (RE-FORMULATION)

DouxMatok's team of expert application specialists can create tailor-made sugar reduction solutions not only comparable to existing products, but that go beyond.



COLLABORATIVE PROCESS

From brief to launch – We thrive on a fully integrated process with your team. Our best-in-class marketing and applications team are happy to support you either in-person or from afar.

FAQs

WHAT IS INCREDO® SUGAR?

A sugar reduction solution based on real cane sugar. It allows for 30%-50% reduction in sugar with just as great taste.

HOW DOES INCREDO® SUGAR WORK?

Incredo® Sugar is made of real sugar, but its crystals are structured differently and therefore dissolve faster in the saliva, and create a higher concentration of sucrose around the sweet taste receptors.

CAN I USE IT IN MY COFFEE?

Incredo® Sugar is a great solution for solid applications, such as cookies and spreads. Incredo® Sugar does not work in beverages and at this time is only being sold to food manufacturers and food services.

IS INCREDO® SUGAR SAFE?

Yes. Incredo® Sugar, made from real sugar molecules, behaves and metabolizes like regular sugar. Our sugar is fully compliant with U.S. FDA and EU European Food Security Agency (EFSA) regulations.

WHAT IS THE CALORIC VALUE?

Incredo® Sugar contains the same calories as regular cane or beet sugar, 4 calories per gram.

IS IT AN ARTIFICIAL SWEETENER?

Incredo® Sugar is NOT an artificial substitute and there is no compromise on taste or texture.

WHAT IS THE SHELF LIFE OF INCREDO® SUGAR?

Incredo® Sugar has a 2 year shelf life, the same shelf life as traditional white sugar. Ideal temperature is between 16-21 °C [61°F-70°F] with relative humidity of 40-50%.

IS IT A SUGAR SUBSTITUTE?

No, Incredo® Sugar is made of natural cane or beet sugar.