



PureCircle[®] Flavor Usage Guide

The stevia leaf has both sweetening and flavor properties. As the global leader in stevia development, PureCircle is able to naturally isolate flavoring components of the leaf. The results is a diverse portfolio of FEMA GRAS[™] approved natural flavors that provide concentrated sweetness – a unique tool in natural sugar reduction!

PureCircle flavors work great with stevia products, often rounding out bitterness. However, they also work well on their own in creating moderate sugar reduction without the use of Reb A or other stevia sweeteners.

A 10-20% sugar reduction is achievable using only PureCircle Flavors to replace sugar. “Stevia Leaf Extract” need not be included on ingredient decks in this case.

NSF-01 (\$\$\$)

- 330x sweeter than sugar
- Delivers up front sweetness
- Best for citrus and tropical flavors
- Synergies with stevia, sugar and HFCS
- Max Usage Level – 30ppm (10ppm in EU markets)
- Labeled: Natural Flavor

NSF-03 (\$\$)

- 100x sweeter than sugar
- Best for savory applications to enhance salt and spice
- Modifies brown, dairy, cocoa and spicy notes
- Max usage level – 100ppm
- Labeled: Natural Flavor

NSF-04 (\$\$)

- 140x sweetener than sugar
- Provides profile parity to sugar across attributes
- Works to enhance fruit notes across a variety of applications
- Max Usage Level – 70ppm
- Labeled: Natural Flavor

NSF-05 (\$\$)

- 100x sweeter than sugar
- Acid profile modification
- Synergies with stevia, sugar and HFCS
- Max Usage Level – 100ppm
- Labeled: Natural Flavor



PureCircle is the world's leading producer and marketer of high purity stevia products, with a vertically integrated supply chain operating in 15 countries across four continents. Controlling every stage of the process, from breeding to finished product, gives us an unequalled level of precision that ensures the highest quality product.

PureCircle's significant investment in research and development has given it a global leadership position in the manufacture of stevia-derived products and its scientists are internationally recognized experts in their field.

