Beat: Lifestyle

SÜVY IS A 100% NATURAL INGREDIENT, COMPOSED OF TWO FAMILIES OF RAW MATERIALS

A SCIENTIFIC AND GASTRONOMIC REVOLUTION

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USPA NEWS - Since its Global Spread, Sugar has become the Number One Food Drug. Its Overconsumption fuels Metabolic Diseases and Weighs on the Global Economy. The World is Currently experiencing a Silent but Massive Epidemic...

Since its Global Spread, Sugar has become the Number One Food Drug. Its Overconsumption fuels Metabolic Diseases and Weighs on the Global Economy. The World is Currently experiencing a Silent but Massive Epidemic. In a Century, Sugar Consumption has exploded to the Point of becoming a Global Phenomenon, affecting All Generations, All Social Classes, All Continents.

And Everywhere, the Same Common Denominator: SUGAR.

While Europe and North America are already showing the Visible Effects of Decades of Overconsumption, Some Geographical Areas, Particularly the Middle East and North Africa, are facing a Ticking Health Time.

- Why?
* One of the Highest Per Capita Sugar Consumptions in the World,
* A Very Rapid Dietary Transition,
* A Younger Population, therefore Still Distant from the Metabolic Complications that only appear after 25 to 40 Years.

- The Effects are not Yet Fully Visible, but they are coming.
And the WHO warns: these Regions could experience a Sudden Explosion of Metabolic Diseases, with Health Systems unable to absorb such a Shock. Scientific Work Today converges on One Point: Sugar is the Root Cause of a Large Number of Diseases.

- And for all Those Diseases for which it is not the Direct Cause, it is a Major Accelerator:
* It aggravates Inflammation,
* It accelerates the Progression of Symptoms,
* It unbalances the Microbiota,
* It weakens the Immune System,
* It alters Hormonal Regulations,
* It aggravates Vascular Complications.

- If we do not remove Sugar from the Food Equation, the Impact on Global Public Health will be Colossal, both Medically and Economically... It is in this Global Context that SUVY was born. Not from a Market Opportunity, but from a Scientific Observation: as long as Sugar does not have a Perfect Replacement, we will not be able to reduce its Use.

- The Goal has never been to give up Pleasure, nor to turn our Backs on our Culinary Culture.
France is One of the Countries where Taste, Textures, and the Emotions linked to Food are Part of the National Identity. Creating an Incomplete Substitute was out of the Question; we needed a Replacement capable of fulfilling 100% of Sugar's Functions, Without Compromise, Without Aftertaste, Without Loss of Texture, to remove the Risk Factor Without Removing the Pleasure, to change our Diet Without Changing the Recipes, and to make the Future Possible Without Denying the Past.

- A Scientific And Gastronomic Revolution
SÜVY is a 100% Natural Ingredient, composed of Two Families of Raw Materials: Fermented Plant Sugars (Bio-Identical Erythritol).
One of the Pillars of SÜVY is Erythritol, obtained by Fermenting Fruits (Grapes, Pears, Watermelons) or Plants Rich in Simple Sugars.
Contrary to the Misconception sometimes circulated: Erythritol is Not a Chemical Sweetener, it is a Molecule, that is to say, Bio-Identical, Strictly Identical to that which is found Naturally:
* In Fruits,

* In certain Traditional Fermentations,
* And above all... in the Human Body Itself.

- Erythritol is an Endogenous Product; the Body naturally produces Small Amounts of it in Glucose Metabolic Pathways. This is why it is Perfectly Recognized and Not Metabolized: it is absorbed and then Rapidly Eliminated, Without Impacting Blood Sugar Levels, Without Being Converted Into Energy, and Without Intestinal Fermentation.

It is produced via a Natural Fermentation Process, the Same One used for Millennia for Wine, Bread, Beer, and Cheese:

- Soluble Fibers (Polydextrose):
The Second Base of SÜVY is composed of Soluble Fibers, Primarily Polydextrose, a Prebiotic Fiber, classified as an Exceptional Prebiotic derived from:
* Plant Glucose,
* dietary acids,
* and a Gentle Polymerization Process, resulting in a Stable, Safe, and Indigestible Fiber.

- These Fibers have Essential Properties:
* Virtually No Caloric Impact,
* No Rise In Blood Sugar,
* Positive Prebiotic Effect: they nourish the Beneficial Bacteria of the Microbiota,
* Thermal Stability,
* Texturizing Properties similar to Sucrose.

- SUVY combines Characteristics impossible to find in a Single Sweetener:
* Glycemic index 2: No Acceleration of Blood Sugar, no Insulin Effect (Lettuce has a Glycemic Index of 10),
* GMO-Free: Strictly Non-Genetically Modified Raw Materials,
* Vegan: No Animal Products,
* Preservative-Free: Stability is Intrinsic to the Structure of its Fibers,
* Zero Fructose, Zero Metabolized Glucose, Zero Sucrose.

- SÜVY is the Only Sugar Substitute capable of Reproducing All 13 Technological Functions of Sugar.
It is the First to offer a Pure Sweet Taste, Without Any Aftertaste. It recreates the Physical Properties Essential to Recipes: Density, Crystallization, Softness, Crunch, Viscosity.
* This SÜVY truly caramelizes, something No Sweetener has ever been able to do. It allows for the Incorporation of Air, the Stabilization of Mousses, and the Whipping of Pastry Mixtures.
* SÜVY acts as a Natural Humectant: stabilizes Textures, extends Shelf Life, prevents Drying Out. These Performances are Unique in the World for an Unsweetened Ingredient.

- Food safety: 60 years of Use, 3 Global Reassessments, and still the Same Conclusion.
The Two Raw Materials that make up SÜVY: Soluble Fiber (Polydextrose) and Bioidentical Erythritol obtained Through Fermentation, are Not New. They are Not Experimental Molecules Nor Recent Discoveries.

- They have been used in Human Food for Almost 60 Years, including in Products intended for Vulnerable Populations:
* Diabetics,
* People Undergoing Chemotherapy,
* Specialized Medical Nutrition (SMN),
* Infant Nutrition,
* hospital food,
* reduced-fat diets,
* Products for People with idney Failure,
* Controlled Food Preparations.

In Other Words, these Materials have already been Present for Several Decades in the Most Regulated Products in the World. The World's Strictest Health Authorities have already ruled.

- These Two Raw Materials have been evaluated and re-evaluated by Leading International Authorities:
* EFSA: European Food Safety Authority
* FDA: Food & Drug Administration (United States)
* WHO: World Health Organization
* UGF(K): German-Swiss Health Authorities (Union of Fluid Groups / Toxicology Committee)
* AFAO: Australian and Oceanian Assessment Bodies (FSANZ)

All have reached the Same Conclusion, Three Times in Nearly 60 Years: these Materials do not present a Quantifiable Health Risk. In their Regulatory Language, this is called: ADI "Not Specified" (Acceptable Daily Intake Not Specified). This is the Highest Level of Safety a Health Authority can assign.

- When a Substance receives an ADI "Not Specified," it means that it can be Consumed
* Every Day,
* Over a Lifetime,
* In Large Quantities,
* Without an Exposure threshold Being Necessary, because No Toxicity, even at Very High Doses, has been observed.

This is the Highest available Health Safety Recognition.

To understand what this Level of Safety represents, here are the ADI Values:
* Soluble Fiber (polydextrose): Not specified
* Erythritol: Not Specified
Sugar (WHO): 25 g/Day Maximum
Stevia (Rebaudioside A): 4 mg/kg/Day
Acesulfame-K: 9 mg/kg/Day
Aspartame: 40 mg/kg/Day

The Two Materials that make up SÜVY are therefore Safer than Sugar Itself, and Much Safer than All Synthetic or Plant-Based Sweeteners used for the Last 40 Years.

- Conclusion: Total Safety. Validated Across Multiple Generations.
In summary: 60 Years of Global Use, Present in the Diets of the Most Vulnerable Populations, 3 Cycles of International Re-Evaluation, No Risk Signals, Unspecified ADI, No Consumption Limits. This Situation is Unique; the Raw Materials of SÜVY are among the Best-Documented, Safest, and Most Evaluated Ingredients in All of Modern Human Nutrition.

- And it is because they are So Safe that SÜVY could be designed as:
* A Total Sugar Replacement,
* Safe,
* Uncontroversial,
* Suitable for Everyone: Children, Diabetics, the Elderly, Pregnant Women, Athletes, Hospitalized Patients.

- An Innovation Born In LAYRAC (France), Driven By A Territory, And Focused On The World.
It was born in Layrac, a Village in the Lot-et-Garonne Region, surrounded by Fields, Farmers, Orchards, and that almost Instinctive Connection the Southwest has with Taste, the Land, and Tradition. Here, in the Heart of a Rural Area that many thought Too Small to change Anything in the History of Food, a Research Laboratory accredited by the Ministry of Health for Over 20 Years has done what No One had managed to do in Seven Centuries: Replace Sugar.

- A French Innovation that is already beginning to speak to the World. Even before its Public Launch, the First Requests were already coming from Elsewhere:
* From Michelin-Starred Italian Chefs,
* From Wellness Professionals in the United States,
* From Distribution Networks in the Middle East,
* From South American Manufacturers,
* From Japanese Nutritional Laboratories,
* From European Institutions.

- Several Countries, Discussions have begun with Agri-Food Giants, Hotel Groups, Leading Distributors, and Infant Nutrition Manufacturers. The Rollout is happening in Stages, Without Unnecessary Fanfare, but with a Clear Direction: SÜVY is not a French Product being exported, it's a Global Solution born in France.

- SÜVY is a French Innovation, born from the Soil, Science, and Conviction.
* To Those who want to reduce Sugar,
* To Those who must do so,
* To Those who should No Longer be exposed to it,
* To Countries whose Healthcare Systems are Already Overwhelmed,
* To Those who want to reconcile Pleasure and Prevention.

- A Universal Ingredient. For All Taste Professions And All Food Uses
* SUVY is not just designed to replace Sugar in One Recipe: it is designed to replace Sugar in All Recipes.
* Because it replicates the 13 Technological Functions of Sucrose, it is Suitable for All Taste Professions Without Exception, Without Constraint, and Without Limit.
* For Artisans and Sweet Professionals: Pastry Chefs, Chocolatiers, Confectioners, Ice Cream Makers, Biscuit Makers, Nougat Makers, Fine Chocolate Makers, Jam and Jelly Makers, Caramelization, Whipping, Crystallization, Texture, Cold Stability, Hot Stability...

- The Market:
* 183 Million Tons of Sugar Consumed Worldwide Today.
* 204 Million Tons Projected for 2029.
* 93% of "No Added Sugar" Launches Between 2017 and 2022.
* More Than 50 Countries have introduced a Sugar Tax.

- The SÜVY Expansion:
* 4,000 Tons Produced in 2025 (First Unit).
* 1 Million Tons Planned for 2029.
* 0.48% of the World Sugar Market by That Time (World First).
* 1,200 Jobs Created by 2029 (vs. 60 Today).
* More than 6.5 Hectares of Industrial Extensions Planned.

Source: SÜVYLAND: The Event For A World Without Sugar.
A Rare Experience For Those Who Shape The Diet Future, Gastronomy and Health.
Evening with the participation of:
Alexandra FRAGONÈSE, CEO and Founder of INNOVI (creator of Süvy)
Aurélien CHAUFOUR, CEO of ANJAC Health & Beauty Group
Chef Nina MÉTAYER, Chef Amaury GUICHON and Chef Christophe MICHALAK
@ Palais Brongniart – Paris
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