



ViaLeaf®

All the Leaf

ALL FROM THE LEAF.

SENSORY.
FUNCTIONALITY.
SAVINGS.

THE WORLD CRAVES SWEETNESS. NOW YOU CAN SATISFY AND SAVE.

ViaLeaf™ Reb M Stevia helps you create delicious food and beverage products and expand your business - affordably and sustainably.

- Sugar taste with no bitterness
- Made from natural stevia leaf extract
- Produced in the USA and Europe
- 95% purity
- Uses 48% less product vs. Reb A to same sweetness, without the bitter
- Cost effective



Talk to us about how we can help you formulate with the pure taste of ViaLeaf Reb M.

1-206-402-6506 | Arzeda.com/ViaLeaf

Arzeda | 3421 Thorndyke Ave. W. | Seattle, WA 98119

WHY ARE CONSUMERS LOOKING FOR SWEETNESS ALTERNATIVES?



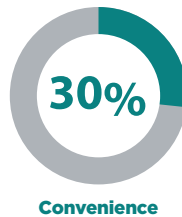
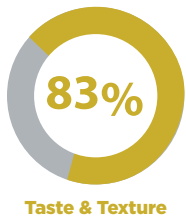
352K Americans age 20 and younger are estimated to have diabetes.¹

23M tons. Americans will consume 23M tonnes of sweeteners per year by 2028 an increase of 3% from 2023.²

\$933 million

in total stevia sales was reported globally in 2024 expected to increase to \$2.6B by 2034.³

Reasons U.S. consumers cite for buying sweetened products.⁴



6% decrease in total per capita caloric sweetener consumption reported in the U.S. between 2014 and 2024.⁵

children in Mexico consumed 10.1 servings per week of sugar-sweetened beverages in 2018.⁶

25% increase of non-nutritive sweeteners projected globally from 2024 to 2029.⁷

Taste, performance and cost in use comparisons:

ViaLeaf Reb M requires lower inclusion rate therefore higher performing than Reb A stevia.⁸

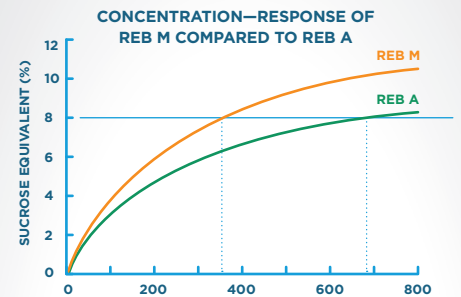


ViaLeaf Reb M is 2/3 the replacement cost of sugar.⁹

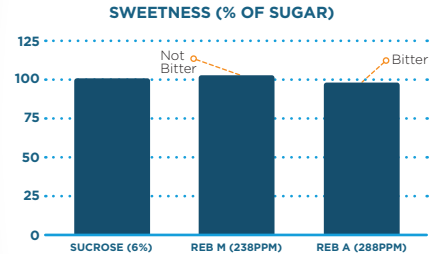
Reb M = 95% purity

LOWER THE REPLACEMENT COST OF SUGAR—WITHOUT THE BITTERNESS

At 8% SEV* - the highest for Reb A - our ViaLeaf Reb M requires 48% less, making cost-in-use even lower than your current Reb A formula.

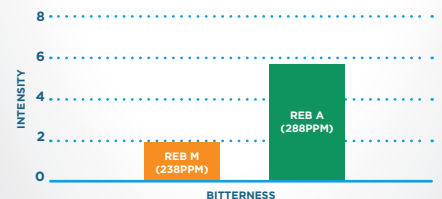


At a 6% SEV, Reb M delivers the same sweetness intensity as sugar, allowing some applications to achieve sugar taste with lower usage levels.



“ViaLeaf Reb M offers a cleaner sweetness profile with significantly less bitterness making it ideal to replace sugar, high fructose corn syrup or artificial sweeteners opening the door to a myriad of applications.

DESCRIPTIVE ANALYSIS OF SWEETENERS AT 6% SUCROSE EQUIVALENT SWEETNESS



* SEV = Sucrose Equivalent Value

1. ADA reported in 2022
2. United States Sweetener Industry Outlook 2024-2028
3. Claight - Global Stevia Market Size, Share and Growth Analysis Report - Forecast Trends and Outlook (2025-2034)
4. Innova Market Insights - Consume Indulgence, Preferences and Flavor Trends in the US July 2024
5. Economic Research Service - USDA 2024
6. BMJ Group- Intake of sugar sweetened beverages among children and adolescents in 185 countries between 1990-2018; Aug 2024
7. Statista - Volume of the artificial sweeteners market worldwide from 2020 to 2030
8. Arzeda/Merlin Development Research 2024
9. Arzeda



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