

Passage of sweetener directive to benefit food & drink industry and consumers

On June 16, the EU's Internal Market Council adopted the long awaited Sweeteners Directive, thereby approving the use of low calorie sweeteners in a wide range of food and drink products throughout the European Union.

Dr Hervé Nordmann, Director of Scientific and Regulatory Affairs at Ajinomoto Switzerland AG, worked with colleagues in the industry to secure a directive that enabled food and drinks manufacturers to extend the variety and quality of low calorie and sugar- free food choices for consumers.

Dr Nordmann said, "The passage of the Directive is excellent news for food and drink manufacturers because it will enable them to develop a wider range of great tasting low calorie alternatives with consumer appeal."

The directive was especially welcome in the soft drinks market where low calorie products are particularly important. There are currently more than 50 low calorie soft drinks sweetened with aspartame in the UK, including virtually all of the leading brands, such as Diet Coke, Diet Pepsi and Schweppes Slimline Tonic. The excellent taste and quality that aspartame offers has encouraged manufacturers to develop low calorie alternatives that are now a popular mainstream consumer choice.

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