



ADVANTAME

DESCRIPTION

Advantame (INS 969, E 969) is a derivative of aspartame and vanillin, an amino acid-based low calorie sweetener.

RELATIVE SWEETNESS

Is between 20000 and 37000 times sweeter than sucrose.

BENEFITS

- Clean sweet taste (close to aspartame)
- Due to its excellent taste and functionality along with very low cost in use, advantame can be used to partially replace sugar, high fructose corn syrup or other high potency sweeteners.
- Enhances many flavours such as dairy, fruit, citrus, mint, etc.
- Extends the chew time in chewing gum
- Eco-friendly production (in terms of water use, waste production, CO₂ production etc.)

APPLICATIONS

- milk products
- frozen dairy
- non-alcoholic beverages
- chewing gum

SAFETY

Extensive studies confirm the safety of advantame for use as a sweetener and flavour enhancer. Advantame was evaluated and given a positive safety assessment by JECFA (Joint FAO/WHO Expert Committee on Food Additives) in 2013 and by the European Food Safety Authority (EFSA) in July 2013.

STATUS

Advantame was approved by FSANZ in 2011. EU approval has been granted by the EU Commission in its regulation EC /497/2014 from 15.05.14. The US approval has also been granted and published in the Federal Register Vol: 79 N° 98, on May 21, 2014.

ADI

The Acceptable Daily Intake (ADI) for advantame as set by both JECFA and EFSA is 0-5 mg/kg body weight.