



## PRESS RELEASE

Ajinomoto Co., Inc.  
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### Providing “Stress-Free, Delicious Sweetness” for more people Ajinomoto Co., Inc. Launches Industrial-use Stevia Sweetener *AJISWEET™ RA*

Sales Begin on November 30, 2020 in the United States

**TOKYO, November 30, 2020** – Ajinomoto Co., Inc. (“Ajinomoto Co.”) will launch the stevia sweetener *AJISWEET™ RA* for manufacturers of beverages, confectioneries and other products in the United States on November 30, 2020.

Through the current aspartame and advantame sweetener business, Ajinomoto Co. has contributed to the health and well-being of consumers by providing the value of “stress-free, delicious sweetness” that sugar does not have.


Backed by factors such as rising consumer health consciousness in recent years and the introduction of taxes on sugar-sweetened beverages in various countries, the global market for high-intensity sweeteners (HIS) is growing and needs for sweeteners are diversifying. The market for stevia (a sweetening agent obtained by extracting and refining the sweet component in the leaves of a plant in the Asteraceae family native to South America), has grown rapidly, approximately tripling in size over the past five years. However, as an ingredient, stevia is often said to have taste issues, such as a bitter aftertaste and off-flavors (Ajinomoto Co. research).

Ajinomoto Co. has therefore partnered with Morita Kagaku Kogyo Co., Ltd., which has a history of more than 60 years and succeeded in developing the world’s first stevia sweetener in 1971, to launch *AJISWEET™ RA*, a stevia sweetener with superior taste quality, in the United States. Manufactured by Morita Kagaku Kogyo in Japan, *AJISWEET™ RA* has reduced bitterness and off-flavors, which will help to resolve the taste issues that food and beverage manufacturers have with stevia sweeteners.

Going forward, Ajinomoto Co. will utilize its sales force outside Japan to expand the sales area to Canada, Mexico, Europe, and Central and South America in addition to the United States, and also plans to commercialize sweeteners that apply its own deliciousness technologies to stevia.

By responding to diversifying market needs with the launch of a stevia sweetener for manufacturers in addition to its existing products such as aspartame, Ajinomoto Co. will provide more people with the value of “stress-free, delicious sweetness” that sugar does not have, with the aim of becoming a solution-providing group of companies for food and health issues.

#### Product Overview

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| (1) Name:        | <i>AJISWEET™ RA</i>  |  |
| (2) Features:    | Contains the high-purity stevia component rebaudioside A, which is a steviol glycoside (100% stevia extract) with reduced bitterness and off-flavors, and a sweetness about 300 to 400 times that of sugar |   |
| (3) Application: | Adding sweetness as a sugar substitute in beverages, confectioneries, etc.   |   |
| (4) Launch date: | November 30, 2020  |   |
| (5) Sales area:  | United States (also scheduled for sequential launches in Canada, Mexico, Europe, and Central and South America)  |   |

## Reference

### Overview of Morita Kagaku Kogyo Co., Ltd.

- (1) Representative: Toyoshige Morita
- (2) Location: 19-18, Inadaemachi 1-chome, Higashiosaka, Osaka, Japan
- (3) Establishment: January 1960
- (4) Business description: Manufacture and sales of stevia sweeteners

The Ajinomoto Group, unlocking the power of amino acids, aims to resolve food and health issues associated with dietary habits and aging, and contribute to greater wellness for people worldwide.

Based on the corporate message "Eat Well, Live Well.", we have been scientifically pursuing the possibilities of amino acids to aim for future growth by creating new value through sustainable and innovative solutions for communities and society.

The Ajinomoto Group has offices in 35 countries and regions, and sells products in more than 130 countries and regions. In fiscal 2019, sales were 1.1000 trillion yen (10.1 billion U.S. dollars). To learn more, visit [www.ajinomoto.com](http://www.ajinomoto.com).

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