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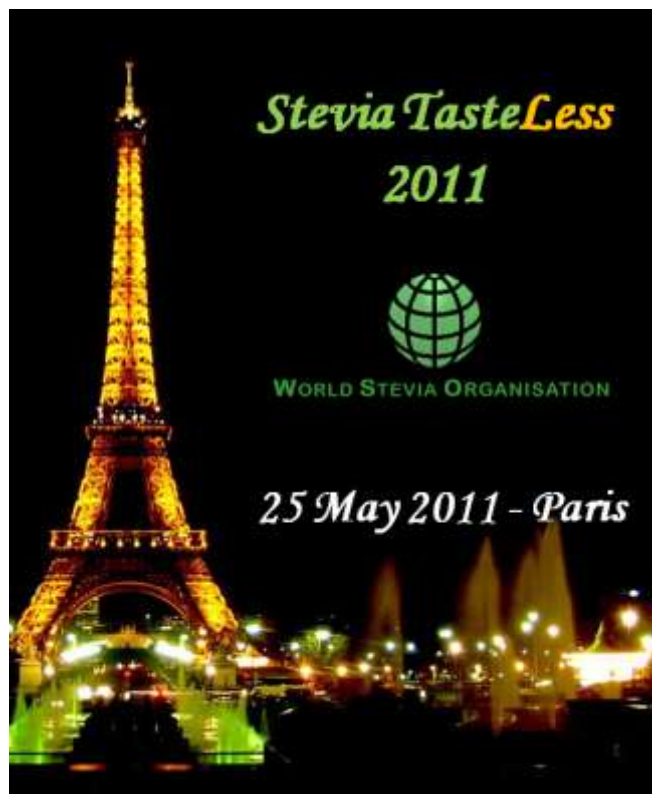
**3<sup>rd</sup> World Conference on**

# **Stevia TasteLess 2011**

## **The Challenge of Taste**

**Impact of Stevia on French Consumers: Analysis & Lessons  
for European Food and Beverage Products**

**How can we Achieve Success and  
How can we Avoid a Failure?**



*Report of the Conference*

# Stevia TasteLess 2011: The Challenge of Taste

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