



Dear Ladies, Gentleman and Colleagues,

On behalf of the Scientific Committee of World Stevia Organisation (WSO), we are pleased to inform you about the organization of the **6th World Convention on Stevia: Stevia Tasteful 2014 - Science, Formulation & Extraction: The Subtle Balance.**

The 6th edition will be held in

Berlin,

Germany,

on

June 19-20, 2014.

Stevia as Preventive Factor

Stevia is currently considered as the "green gold", as natural sweetener used to reduce sugar and synthetic sweeteners as aspartame or sucralose. Moreover, Stevia as a natural and antioxidant ingredient can be used for the **prevention** of chronic diseases such as obesity,

diabetes, cancer,
diseases.

and cardiovascular

Why a specific Conferencededicated to Food and Beverages Formulated with Stevia?

Nowadays, consumers need a neutral taste adapted to their culture. During the fourth previous editions of Stevia World Congress held since 2010, the main question remained unanswered was "How to limit and hide the after-taste of Stevia in Food & Beverages?"

The main challenge of the 6th World Congress on Stevia and Food & Beverages formulation will be to find the perfect formulation and to determinate how to reach the perfect balance. The Scientific Committee will invite academic, experts and industrials to present their latest researches, innovations and successful products formulated with Stevia.

As president of WSO, I'm still sure that Stevia will play a major role in the prevention of many chronic diseases. For the future, I'm afraid of the risk that consumers don't accept Stevia formulated products if industrials can't anticipate and find an urgent solution for Stevia Taste. We have to react quickly to insure the future of Stevia as natural sweetener.

What are the objectives of Stevia Tasteful 2014?

- To **highlight recent advances** and scientific researches on Stevia and Stevia related products
- To **present the latest regulations**
- To show the **latest marketing tools** used to present Stevia and persuade consumers to use it
- To discuss about **the impact of formulation on Stevia taste and after-taste.**
- To present **new innovations to reduce Stevia After Taste** in finish products

Stevia Tasteful Awards 2014

At the end of the conference, the attendees will be invited to taste and judge some Stevia Finish Products and Stevia Extracts in order to discern the Stevia Tasteful Awards 2014. Two categories will be awarded:

- ***Stevia Tasteful Award - Finish Product Category***
- ***Stevia Tasteful Award - Extract Category***

We look forward welcoming you in May 2014 in Berlin.

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