



Sweetness
EXPERTS

GLOBAL EXPERTISE, LOCAL SOLUTIONS





We are a company that offers
global experience and local solutions

Our Operation Centers

GUATEMALA

Commercial Office

- 3 stevia plantations
- Mixing and Packing Plant
- Est. 2014

MÉXICO

Commercial Office

- CDMX
- Est. 2018

PERÚ

Commercial Office

- Lima
- Est. 2017

BRASIL

Commercial Office

- São Paulo
- Est. 2017



Our Strategic
Ally

Layn, Inc.

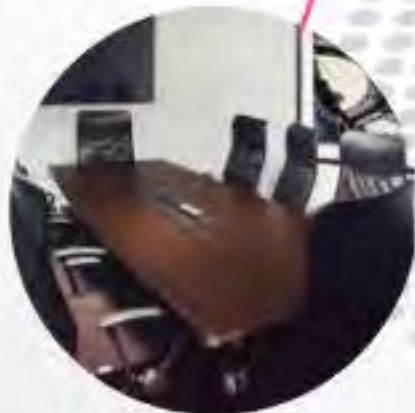
Headquarters

- Shanghai, China
- Est. 1995

Layn, USA

Commercial Office

- Newport Beach, CA
- Est. 2010





Plantation

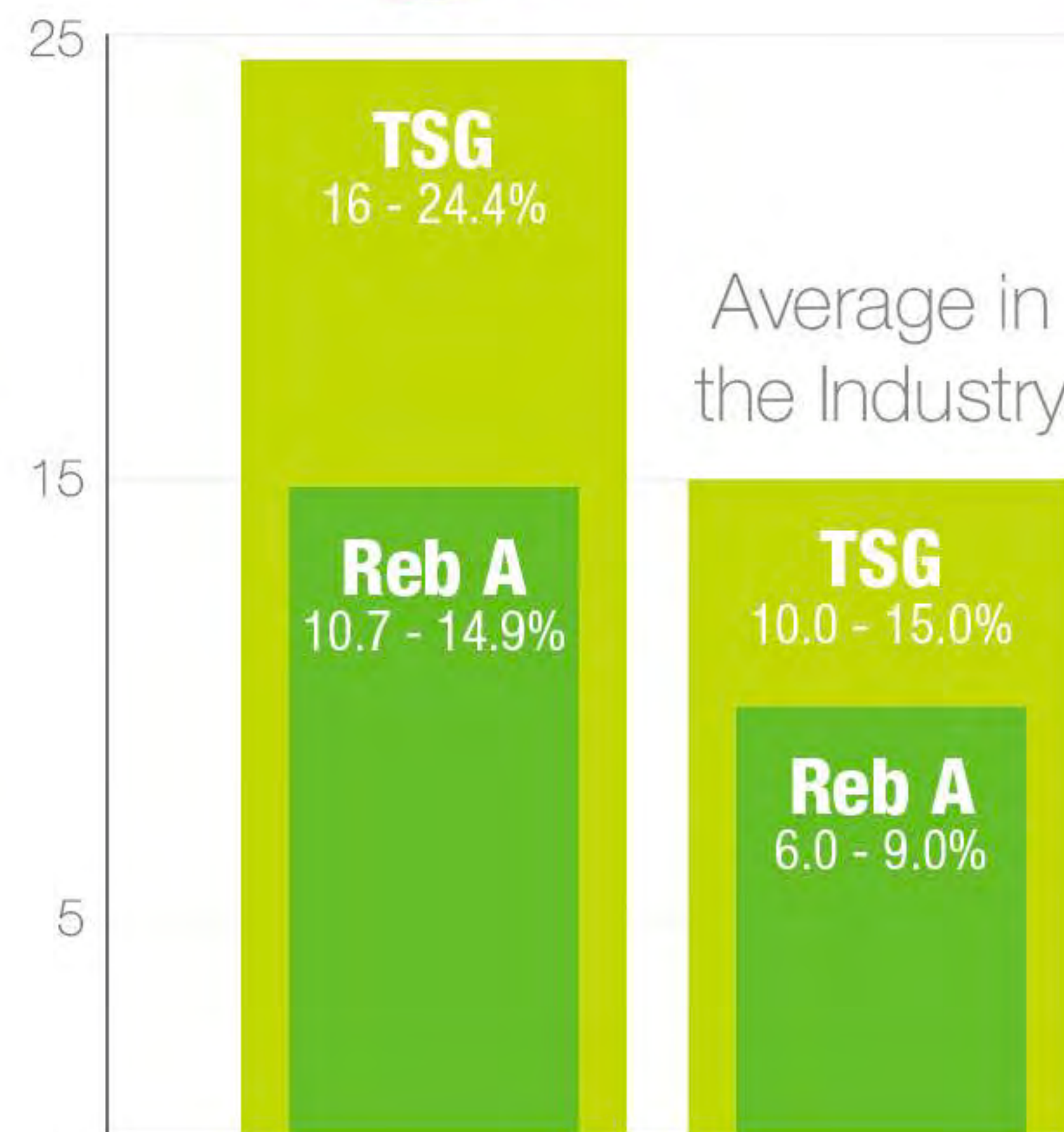


Since 2012, we started working in our genetics until we were able to achieve our very own variety; this allows us to get a higher amount of glycosides and rebaudiosides, which are responsible for the sweetness in the stevia leaf.

Today, we have developed over 35 varieties of plants.

We have plantations in three towns in Guatemala.

Jia' vs. the average product in the industry



A photograph of a nursery under a black net. Rows of green seedlings in black trays are arranged on a concrete floor. A yellow banner with the word 'NURSERY' is in the top right. A metal pole is in the center.

NURSERY

Water Reservoir





Harvest

Hydroponic Cultivation





EXTRACTION



400+
Total Employees
10% - Dedicated to R&D efforts

\$9.5M US
Annual Investment in R&D



We currently work the extraction part of our process in collaboration with our strategic partners: Layn.

They are a company with over 20 years of experience in this market and currently have the most modern and biggest extraction plant in the world.





Purification Column



Concentration Membrane



Our Products

We share the same problems,
we offer innovative solutions

SWEETNESS EXPERTS

We know how difficult it can be to create formulas using stevia and other natural sweeteners, it's necessary to do a lot of tests, iterations and fine adjustments until a satisfying result is achieved, where commonly, there are still some "remnants", "bitter notes", or simply an undesirable taste. We know this because we have lived it day after day, during the last few years.

This is why we are proud to share with our clients the results of our successes and our failures in the lab and in the industry, the best of our experience: the line of solutions 3S, which have been applied in four of the most important categories in the industry: Beverages (DrinkSweet), Bakery (BakeSweet), Dairy Products (LactoSweet) and Sauces (SavorSweet).

3S means "Sweetener Solution System" and it presents solutions of sweeteners developed with a strong sensory focus and of high acceptance by the end consumer.

The sweetness profile and the taste of natural sweeteners varies depending on many factors; amongst them: the genetic resources, the agronomic management, the extraction process, and the combination with other extracts, additives or ingredients.

In JIA' we analyze in detail the sweetness profile and the flavor of each glycoside in different degrees of purification, sensorially describing the characteristic curve of each extract, differentiating between the sweetness of entry, middle and exit; this allows us to understand how to generate synergy by combining different stevia extracts which will provide the best possible profile in accordance to the product being worked with.

3S line of solutions uses sensory synergy, which allows for lesser iterations in the development process and better reduced sugar product profiles.

This valuable information returns to our fields, where the program for agricultural improvement is in charge of developing natural new genetic varieties with the combination of glycosides that the industry, the market and the consumer are looking for.

A sweetness curve similar to that of sugar? 3S

Less residual or permanent sweetness? 3S

Sensorial characteristics "without remnants"? 3S

LactoSweet 3S



BakeSweet 3S



SavorSweet 3S



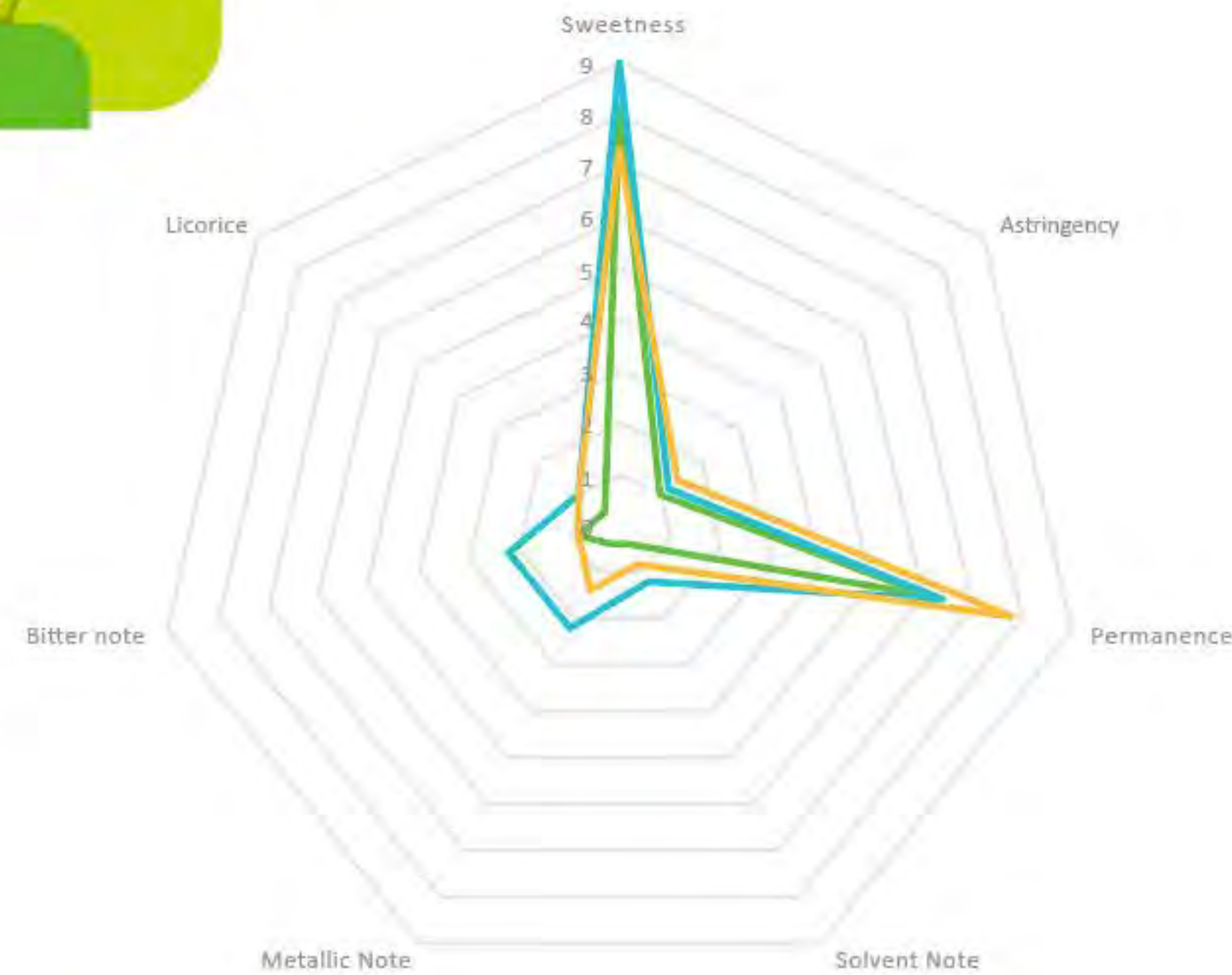
DrinkSweet 3S





DrinkSweet 3S

Over 3 years perfecting versatile profiles, designed for flavored water subcategories; carbonated drinks, drink concentrates, teas, energy drinks, still drinks, nectars, functional drinks and juices. All with exceptional performance, they have been adapted by our experts to your specific needs.



Característica	Basic	Deluxe	Premium
Clean Label	No	Yes	Yes
100% Natural	No	Yes	Yes
Possible Brix Substitution	10 - 11° Brix	6 - 7° Brix	6 - 7° Brix
Cost	\$	\$\$	\$\$\$
Sweetness Profile	Balanced, Intense initial sweetness	Round	Round, balanced, similar to sugar

LactoSweet 3S

A family of solutions that will help your dairy products highlight your profile, with no residual taste, and achieving significant reductions in its added sugar content.

This family has solutions for products such as refined yogurt, drinkable yogurt, flavored milk and nutritional milk drinks.



Característica	Basic	Deluxe	Premium
Clean Label	Yes	No	Yes
100% Natural	Yes	No	Yes
Possible Brix Substitution	3 - 4° Brix	8 - 10° Brix	5 - 7° Brix
Cost	\$	\$	\$\$
Sweetness Profile	Very Good	Intense Initial Sweetness	Round, Balanced

BakeSweet 3S

With our family of natural sweeteners for Bakery, you won't notice the difference after reducing the amount of sugar in your product because our solutions will keep its texture, appearance and volume.

Keep your pancakes, cookies and cookie fillings at the markets' forefront with less calories and the same flavor.



Sugar



Deluxe



Premium



- Sugar
- Deluxe
- Premium



Característica	Deluxe	Premium
Clean Label	No*	Yes
100% Natural	Yes	Yes
Possible Brix Substitution	5 - 7° Brix	8 - 10° Brix
Cost	\$	\$\$
Sweetness Profile	Balanceado	Redondo, balanceado

*BakeSweet 3S Deluxe contains an ingredient that in Mexico must be declared as having a laxative effect.

SavorSweet 3S

The solutions of this family will allow you to make important reductions in the added sugar in sauces and dressings. It has demonstrated its maximum potential in Ketchup-type sauces. However, it also has an exceptional performance in other products like ketchup, barbecue sauce and cabbage dressing.



Característica	Basic	Deluxe
Clean Label	Yes	Yes
100% Natural	Yes	Yes
Possible Substitution of Brix	5 - 7º Brix	8 - 10º Brix
Cost	\$	\$
Sweetness Profile	Balanced	Round, Balanced

2S
Raw Materials

We share the same problems,
we offer innovative solutions

SWEETNESS EXPERTS

2S (Sweetener Solutions): Raw Materials

In Jia' we offer our clients a wide variety of natural sweeteners that come from stevia, monk fruit and agave, that way, they may choose the option that best fits their needs.



Stevia

Originally from Paraguay, this is a plant with many health benefits, amongst them, the following stand out:

- Zero calories
- Zero glycemic index
- Helps lower blood sugar levels
- Antioxidant
- Helps regulate blood pressure problems

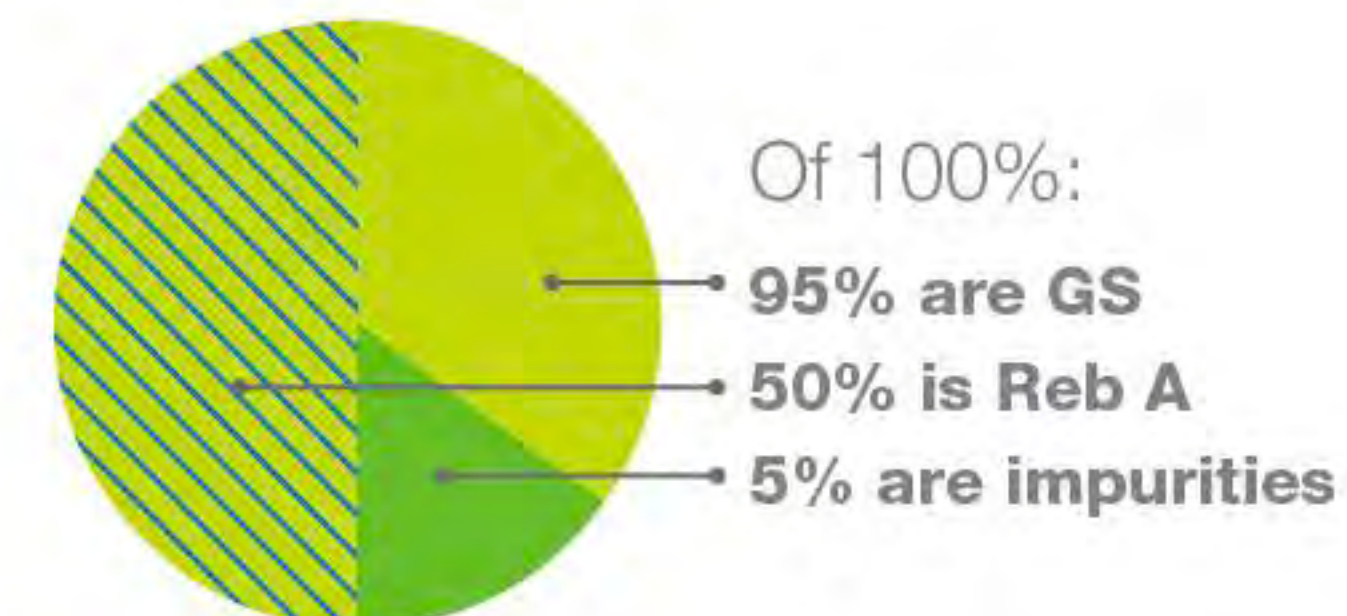
We work hard in trying to understand the needs of our clients, their products and the capability of our own products through their sensory profile.

The combined know-how is what allows us to develop better tools to substitute sugar.

Interpreting each stevia product

Product Name: 50%RA (SG 95)

Total Composition



● SG o TSG
Glycosides from steviol
(Percentage of stevia
glycosides in the product)

/// Reb A
Rebaudioside A –
glycoside from steviol with
higher presence in the leaf.

● Rest of the composition
Impurities like chlorophyll,
solvents or pigments.

50% RA (SG 85)

Description

>50% Rebaudioside A, 85% SG.

Use

- 25 to 40% of sugar reduction.
- Combined with Rebaudioside A at 80% it may create really good results in dairy drinks and in yogurt.

Poder Edulcorante: 240 X

Máxima
Potencia
350 X

Resabio



Solvente residual



Solubilidad en agua



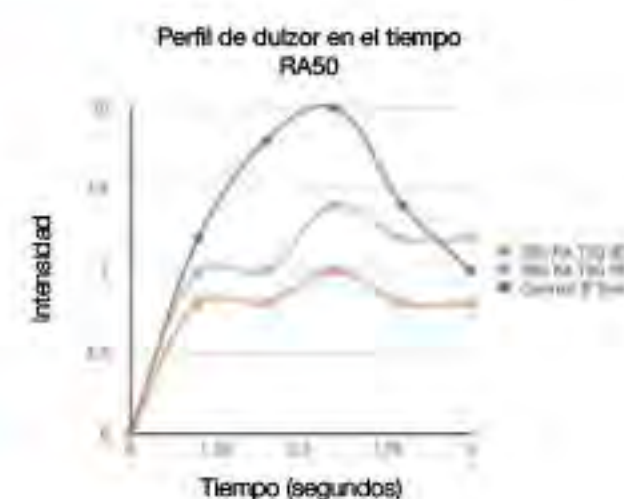
Permanencia del dulzor



Baja

Media

Alta



50% RA (SG 95)

Descripción

>50% de Rebaudiósido A, 95% SG.

Aplicaciones

- 25 a 40% de reducción de azúcar
- Combinación con Rebaudiósido A al 80% puede dar muy buenos resultados en bebidas lácteas y yogurt.

Poder Edulcorante: 240 X

Máxima
Potencia
350 X

Resabio



Solvente residual



Solubilidad en agua



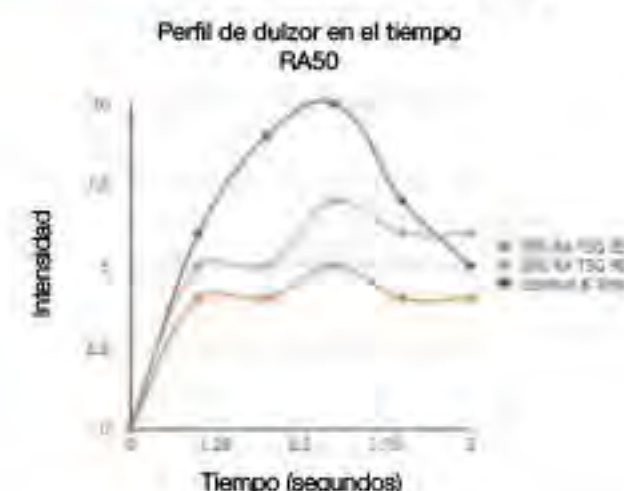
Permanencia del dulzor



Baja

Media

Alta



60% RA (SG 95)

Description

>60% Rebaudioside A, 95% SG.

Use

- 30 to 50% of sugar reduction

Poder Edulcorante: 270 X

Máxima
Potencia
350 X

Resabio



Solvente residual



Solubilidad en agua



Permanencia del dulzor



Baja

Media

Alta



80% RA (SG 95)

Descripción

>80% Rebaudioside A, 95% SG.

Use

- Flavored drinks 100% sugar free.
- 30 to 500% sugar reduced yogurt.
- Syrup for cereal coating, 25 to 30% sugar reduced.

Poder Edulcorante: 240 X

Máxima
Potencia
350 X

Resabio



Solubilidad en agua



Solvente residual



Permanencia del dulzor



Baja

Media

Alta



95% RA

Description

>95% Rebaudioside A.

Use

- 25 to 40% of sugar reduction
- Flavored drinks and nectars 100% sugar free.

Poder Edulcorante: 280 X

Máxima
Potencia
350 X

Resabio



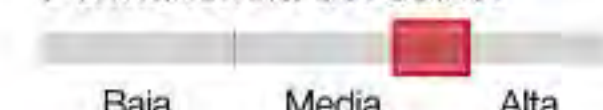
Solvente residual



Solubilidad en agua



Permanencia del dulzor



Baja

Media

Alta



97% RA

Description

97% Rebaudioside A.

Use

- 25 to 40% sugar reduction.
- Flavored drinks and nectars 100% sugar free.

Poder Edulcorante: 280 X

Máxima
Potencia
350 X

Resabio



Solvente residual



Solubilidad en agua



Permanencia del dulzor



Baja

Media

Alta



98% RA

Description

98% Rebaudioside A.

Use

- 25 to 40% sugar reduction.
- Flavored and carbonated drinks and nectars 100% sugar free.
- Cookie fillings with 25-40% sugar reduction.

Poder Edulcorante: 300 X

Máxima
Potencia
350 X

Resabio



Solvente residual



Solubilidad en agua



Permanencia del dulzor



Baja

Media

Alta



90% SG

Description

25% Rebaudioside A, 90% SG.

Use

- 25 to 40% of sugar reduction.
- Chocolate coverage substitute with 30-50% sugar reduction in combination with RA 80%.

Poder Edulcorante: 200 X

Máxima
Potencia
350 X

Resabio



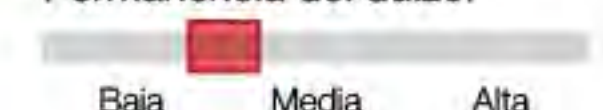
Solvente residual



Solubilidad en agua



Permanencia del dulzor



Baja

Media

Alta

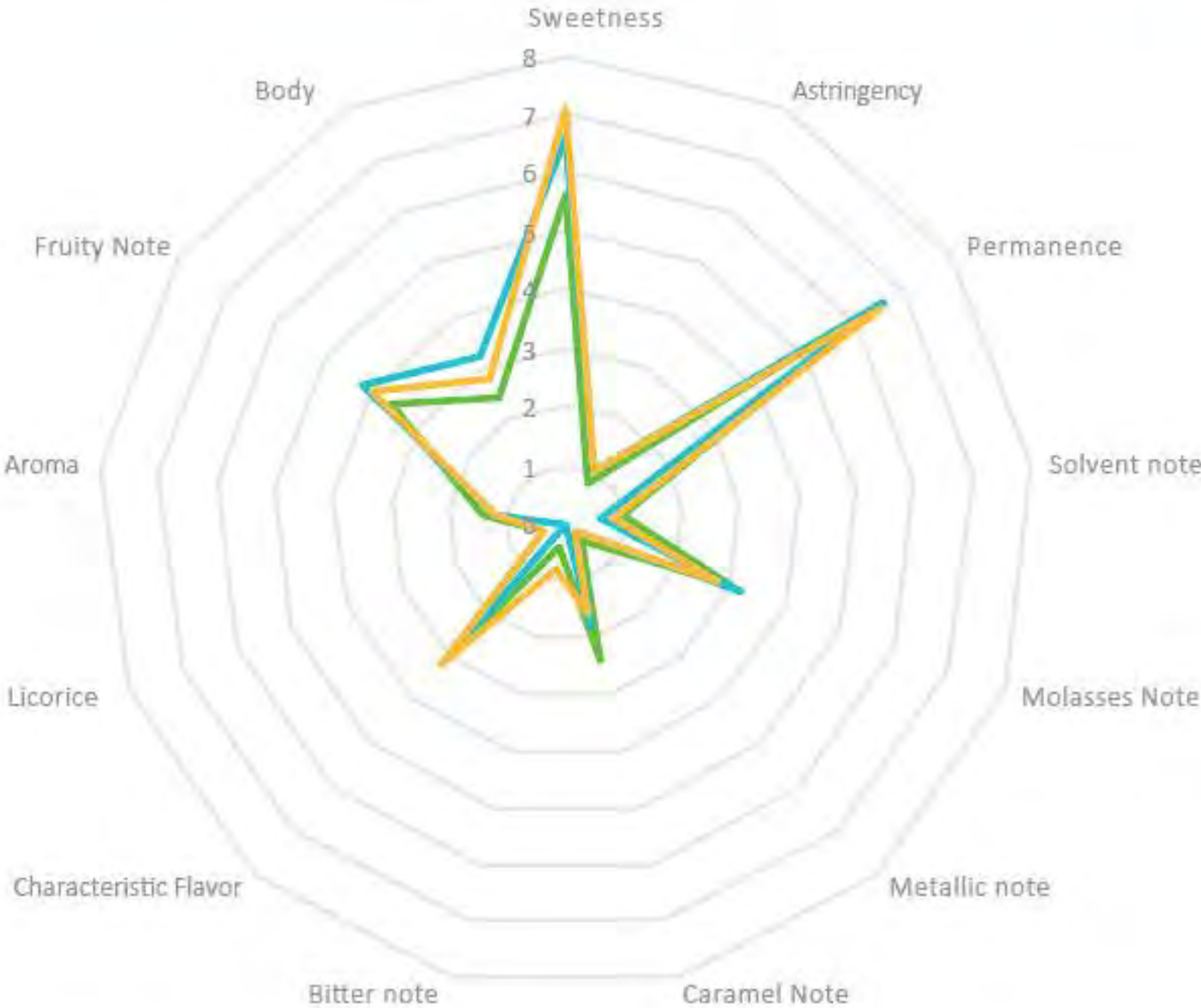


We share the same problems,
we offer innovative solutions

SWEETNESS EXPERTS



- Monk Fruit 40%
- Monk Fruit 50%
- Monk Fruit 55%



Monk Fruit

Originally from China, its original name is “Luo Han Guo” and it was discovered in the XIII century when Buddhist monks started harvesting it in the tropical mountains of the Guilin region.

Traditionally, it is for medicinal use to treat common colds and congestion of the respiratory tracks.

Just like stevia, its calorie content and glycemic index is none. However, due to the fact that its sweetness comes from a fruit, the natural profile of this product provides less astringency, herbal and bitter notes.

Go-Luo 40%

Description
Monk fruit, 40% mogrosides V.

Use

- 25 to 50% of sugar reduction

Go-Luo 50%

Description
Monk fruit, 50% mogrosides V.

Use

- 25 to 50% of sugar reduction.

Go-Luo 55%

Description
Monk fruit, 55% Mogrosides V.

Use

- 50 to 75% of sugar reduction.

Monk Fruit Juice

Description
Luo Han Guo juice concentrate.

Use

- Sugar substitute in processes that use liquid sweeteners. 60-70° brix. Mogroside V 3-4%.

Monk Fruit Flavor

Description
Luo Han Guo juice flavor.

Use

- Sugar substitute in processes that use liquid sweeteners. 60-70° brix. Mogroside V 0.5-1%.

We share the same problems,
we offer innovative solutions

SWEETNESS EXPERTS

Agave Inulin

Prebiotic soluble fiber from 100% Agave Tequilana Weber blue variety. Organic agave inulin is highly hygroscopic and its sensory profile presents a neutral to slightly sweet flavor.

Given its prebiotic nature, it selectively feeds the intestinal flora, helping improve digestion and absorption of calcium, and it reduces cholesterol and triglycerides in blood.

It can be used as a substitute for fat or sugar when combined with high intensity sweeteners because it allows more body, improves texture or creaminess and enriches food.

- 92% of Fiber (Inulin)
- Min. pH 5.5
- Max. Humidity 4.0

Agave Syrup

Commonly known as "agave honey", it's a natural sweetener made 100% from Agave Tequilana Weber blue variety.

Its fructose content is higher than 84%, its viscosity is moderate, it presents high solubility and a low glycemic index (17.1).

It naturally enhances the taste of food, adding texture and consistency without modifying the original flavors.

It can be used as a substitute for sugar, honey or maple in drinks, coffee, ice cream, desserts and cereals to name a few.

Agave Inulin

— Chicory Inulin

— Agave Inulin



Agave Syrup

— Standard sugar

— Agave syrup

— Honey





Guatemala | Oficina Central

+(502) 2419-4601

5 ave. 12-31 zona 9 Edificio El Cortez, 5 nivel Oficina 503, 01009. Guatemala City.

México

+52 (55) 73-16-02-30

Paseo de La Reforma 296 Piso 14
Colonia Juárez C.P. 06600. CDMX

Brasil

+(55) 11 9 9630-7194

Rua Lisboa 445, Pinheiros São Paulo

Perú

+(51) 640-8073

Pasaje Mártir Olaya 129 Of. 1906
Miraflores. C.E. José Pardo. Lima.

Stevia Global Trade

+(502) 2490-1976

Diagonal 6 12-42, z.10. Ed. Design
Center, 4o. nivel Of. 406, 01010.
Guatemala City.