

ONE-STOP SOURCING SOLUTIONS

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KEY to CHINA ONE-STOP SOURCING SOLUTIONS

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ONE-STOP SOURCING



Nowadays, F&B manufacturers have to fulfill their challenging requirements in terms of risk management, volatility, sustainability, reliability, global logistics and cost reduction throughout the whole supply chain.

HHOYA aids in these challenges and covers your risk in contract and supply chain management by providing guaranteed supply, market intelligence and supervising quality control on site, with the support of long-term sources.

Efficiency and reliability in your purchasing process is secured with cost-effective solutions. Simply said, HHOYA is your global one-stop sourcing solutions partner!



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FLAVOUR MODULATION

SUGAR REDUCTION SOLUTIONS





About HHOYA

HHOYA stands for Harmony of HOKKE & YANG, a mixed European & Chinese family business, inspired by, and based on extensive experience in the Food & Beverage industry. HHOYA brings the best of East & West continents together with one goal: Forming the bridge between customer and supplier in a harmonious, reliable and transparent manner.

With the expertise of food technology, sourcing, sales and global distribution, HHOYA provides its customers with tailor made, No-Compromising to Sugar Taste, cost-effective HOLISTIC SUGAR REDUCTION SOLUTIONS. From artificial to natural and organic, HHOYA helps customers to (re-)formulate sweetener selection, flavour modulation, keeping mouthfeel texture & sensation of sweetness to (out)source and to deliver a complete package of products to all the corners of the globe.

The result is a foundation of solid relationships with customers and strong & sustainable partnerships with suppliers, who highly value HHOYA's principles and fair business approach. HHOYA's mission is to offer Harmonious Solutions for All!

HEALTHY SOLUTIONS



PRODUCT ONE STOP SUGAR REDUCTION SOLUTIONS



Sweeteners

Natural Sweeteners

- Stevia (Steviol Glycosides) from Leaf Extract & Bioconversion
- Sweet Tea Extract (Black Berry Leaf Extract)
- Thaumatin (Katemfe extract)
- Monk Fruit Extract
- Neohesperidin (Dihydrochalcone)

Bulk Sweeteners

- Allulose
- Erythritol (Organic Available)
- Isomalt
- Maltitol
- Tagatose
- Trehalose
- Xylitol (Organic Available)
- Dextrose
- Maltodextrin (Organic Available)

Healthy Sugar

- Arabinose
- Coconut Sugar (Organic Available)
- Rhamnose
- Ribose

Mix Sweeteners

- Co-Crystallized/Mixed Monk Fruit/Stevia & Erythritol/Allulose

Artificial Sweeteners

- Sucralose
- Aspartame
- Acesulfame K
- Neotame
- Sodium Saccharin
- Sodium Cyclamate



Dietary Soluble Fiber

- Soluble Fiber (Corn/Tapioca)
- FOS (Fructooligosaccharide)
- Polydextrose
- Inulin
- Dextrin



HHOYA SweetKerr Stevia

HHOYA offers all types of stevia products from the different production methods

- Stevia Leaf Extraction
- Bio-Conversion
- Glucosyl Stevia

Products

- Rebaudioside M 50%-95%
- Rebaudioside D 50%-95%
- Rebaudioside E 95%
- Rebaudioside A 20%-99.9%
- Rebaudioside C 20-85%
- Mixed Steviol Glycosides
- Glucosyl Steviol Glycosides (Customized)



Amino Acids

- Alanine (L, Beta)
- Creatine
- Glycine
- L-Glutamine
- L-Leucine



Plant Protein

- Pea Protein
- Rice Protein
- Soy Protein



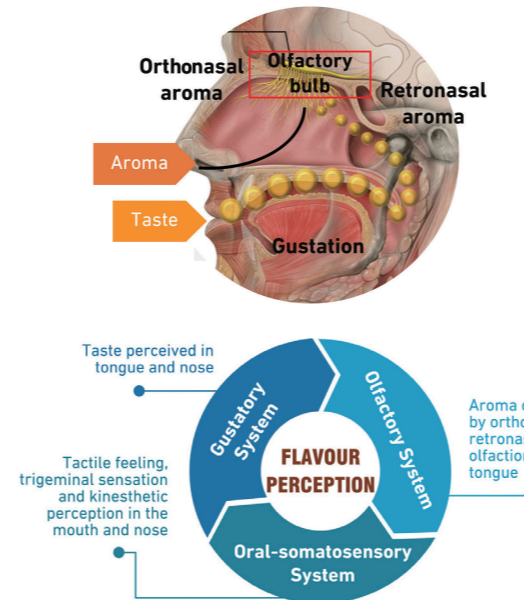
Vitamins

- Vitamin A, C, D, E, K
- Vitamin B1, B2, B3, B5, B6, B7, B9, B12

FLAVOUR MODULATION

EPC Natural Products Co.,Ltd. is the world's leading innovator of natural taste and flavour modulators.

EPC provides TasteAroma®, ZestAroma®, Savarin® and Thaumagic® modulators containing retronasal aromas, developed from the thorough screening of natural brain-pleasure molecules, in combination with EPC's deep understanding of the interdisciplinary sciences of neurogastronomy, gastrophysics and chemesthesis. These solutions make sugar-reduced consumables with great taste and clean labelling, while supporting cost optimisation in end-product formulations. The full range of products work synergistically with flavours, high intensity sweeteners, fibers and thickeners to deliver perfect sweetness at significantly reduced costs.



Plant based off-Taste masking



Savarin 100HY/100PN TasteAroma 307STO

- Masking Fishy & bitter taste from start, peak to the end
- Improving Palatability

Sugar Reduction Solutions for Fine Bakery

- Sweet Tea extract
- Clean Label

Silent Sugar Reduction



Proust TM A001/A002

- Cost Reduction
- Reducing Calorie
- No Compromise on taste

High Intensity Synthetic Sweetener Modification



Savin 100CLC 02/100CLC02-L2 TasteAroma 307STO/307STO-L2/100ATO

- Balancing sweet-sour profile
- Creating Full Body & Coating Mouthfeel
- Enhancing Fruity Flavour Authenticity

Natural Sweetener Modification



Sarvain 200LE

- Modifying Reb A taste close to Reb M
- Cost Reduction

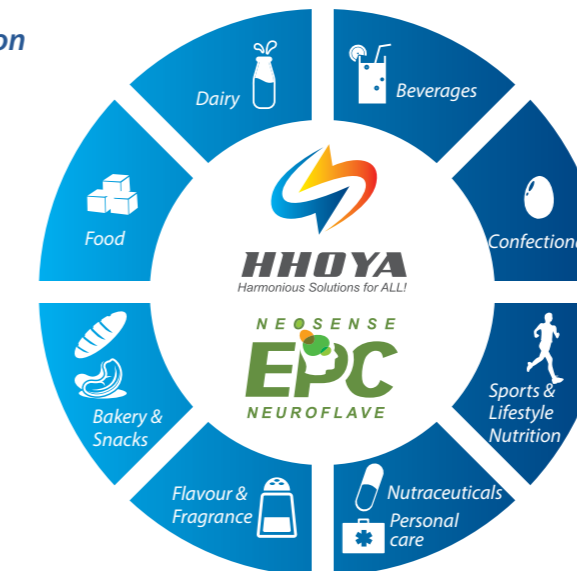
Non-Stevia Based Sweetening Food Stuff

- Clean label

Natural Creaminess Enhancer



- Thaumatin (Katemfe Extract)



SUGAR REDUCTION SOLUTIONS

- 77% of consumers try to limit or avoid sugar
- 90% of consumers want no compromise on taste
- 90% consumers feel 'naturally sweetened' appealing

Consumer's attitude towards sugar has changed and is the most striking trend in the F&B industry. This awareness of consumer behavior is reflected in a continuous development in sugar and calorie reduction, which results in a significant increase of product launches with sugar alternatives.



Consumers want to keep the pleasure of eating and drinking through healthy and tasteful ingredients by having the choice of enjoyable, convenient and indulgent products offered on the market.

HHOYA, as HEALTHY INGREDIENTS supplier and SUGAR REDUCTION SOLUTIONS provider, supports our customers to develop great-taste products by keeping the mouthfeel, the texture, the sensation of sweetness, and staying gourmet on products where the customers will recognize their loved-products and familiar consumption habits.

