

# MonkFruit CORP.

The World's Leading Monk Fruit Company



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**Press Release – 26 June 2024.**

## **MONK FRUIT CORP CELEBRATES REGULATORY BREAKTHROUGH AS UK FOOD SAFETY AGENCIES CONFIRM MONK FRUIT DECOCTIONS CAN BE SOLD IN UK**

*Food Standard Agencies in England, Wales and Scotland today confirm that monk fruit decoctions, a naturally sweet low-calorie food, are not novel, thereby permitting their use as an ingredient in food and beverage products sold in the UK.*

**HAMILTON, NEW ZEALAND (26 June 2024)** – Monk Fruit Corp, the world's leading monk fruit company, today received confirmation from the UK FSA that monk fruit decoctions have been consumed to a significant degree in the UK before May 1997 and are therefore not a novel food ingredient. The ruling unlocks the opportunity for monk fruit decoctions to be used as a naturally sweet, low-calorie ingredient in food and beverage products sold in the UK. This aligns the UK with the US, Canada, Australia, India, Mexico, New Zealand and Israel where regulatory approvals for monk fruit as a sweetener and as a not novel food are already in place.

Furthermore, as the UK was an EU Member State until February 2020, the decision from UK FSA also provides independent verification that monk fruit decoctions were consumed as food to a significant degree in the EU before May 1997. As a result, monk fruit decoctions may now be sold as not novel food in the EU, and, as in the UK, may be used as an ingredient in food and beverage products sold in the EU.

Classification of food as “not novel” under European Union and UK guidance requires evidence of significant consumption of the food in the EU prior to May 1997. Monk Fruit Corp spent more than 7 years collecting evidence of monk fruit decoction consumption and preparing a thorough and persuasive dossier which was submitted to the FSA.

Commenting on the FSA's decision, David Thorrold, Monk Fruit Corp General Manager of Sales & Marketing, said: “We are delighted by the news from the FSA verifying monk fruit decoctions are not novel food in the UK. This adds a great-tasting, clean-label, 100% natural option to the sugar reduction tool kit which will have a significant positive impact for food and beverage companies and consumers.”

Thorrold continues, “There is a huge potential for monk fruit in the UK and EU. Monk fruit decoctions are a unique food ingredient because they contribute sweetness



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while adding minimal sugar and calories. This is thanks to the sweet mogroside molecule which occurs naturally in the fruit".

However, monk fruit decoctions are not equivalent to monk fruit extract sweeteners which are considered a food additive. According to Thorrold, "Monk fruit extract sweeteners are made by selective processing which concentrates the mogroside V molecule, in some cases to a concentration of more than 50%. Currently there is no UK or EU approval for monk fruit extract sweeteners. Monk Fruit Corp's monk fruit decoctions, which have been confirmed by UK FSA as not novel food, are processed in a way which does not selectively concentrate the sweet mogroside molecules, and are therefore equivalent to the traditional food, and not classified as a sweetener food additive".

The method of manufacture and specification for the monk fruit decoctions accepted as not novel food by UK FSA were determined by Monk Fruit Corp after extensive analysis of traditional consumption and preparation methods and are Monk Fruit Corp trade secrets. Monk Fruit Corp has developed a new commercial product for the UK and EU in order to have a product that complies with the specification.

Thorrold explains why monk fruit decoctions have unique consumer appeal, "Monk fruit decoctions are a 100% natural, great-tasting, sweet, low-calorie traditional food, as opposed to a food additive. The ingredient declaration will be "concentrated monk fruit infusion", which makes it a consumer-friendly, clean-label option for sugar reduction. Our experience with monk fruit in other markets tells us that consumers readily accept the new ingredient because of the "fruit" designation which conveys safety, familiarity, and great taste".

Monk Fruit Corp already sells monk fruit decoctions to several of the world's largest food and beverage companies, and Thorrold sees these companies as the most likely first customers in the UK, he comments, "A number of our large global customers have been eager to extend the use of our current monk fruit decoctions to their products in the UK and EU. We anticipate that these customers will be launching new products incorporating our new UK and EU-compliant monk fruit decoctions in the near future".

Monk Fruit Corp was founded in 2004 and has a vision to operate as a large scale, environmentally and economically sustainable business, in long-term partnership with growers and their communities. Monk Fruit Corp's goal is to supply healthier, more ecologically sound food and beverage ingredient solutions to the benefit of both people and the planet.

Thorrold comments: "Our goal is to provide our customers with high-quality ingredients, guaranteed reliability of supply, and a clearly articulated and validated set of benefits. Achieving regulatory approvals and thereby opening new markets is a critical component in delivering against this promise. The UK FSA ruling today is the latest in a long history of regulatory approvals which we have achieved. Monk Fruit Corp, along with our in-market partners, have been responsible for the first approval of monk fruit ingredients for general use in food in the USA, Canada, Australia, India, Mexico, New Zealand and Israel. We are delighted to have achieved



this regulatory milestone in the UK which further solidifies our position as the world's leading and most innovative monk fruit company".

**ENDS**

**For further information, photography, and/or to arrange to speak to David Thorrold at Monk Fruit Corp. contact Bianca Cox at BCPR on +447940570678 or email: [bcpr@outlook.com](mailto:bcpr@outlook.com)**

**Note to Editors:**

- Decoction = a product made by combining plant material with hot water so that the water-soluble compounds in the plant material are dissolved in the water making an extraction solution.
- Monk fruit decoctions can be made from fresh or dried monk fruit and are traditionally consumed as hot and cold teas and infusions and used as an ingredient in a wide range of foodstuffs such as soup, stews, desserts, sauces, baked goods and breakfast cereals.

**About Monk Fruit Corp**

Monk Fruit Corp is the world's leading monk fruit company with the largest share by value and volume of the global monk fruit ingredient market. Monk Fruit Corp was founded in 2004 and is the only company to be purely focused on the growing, processing and marketing of monk fruit ingredients.

Monk Fruit Corp has partnered with Tate & Lyle for over 10 years to serve key markets with monk fruit extracts and monk fruit juice products. Tate and Lyle is well positioned in the UK and Europe to support sugar reduction solutions alongside Monk Fruit Corp. For more information visit: [www.monkfruitcorp.com](http://www.monkfruitcorp.com)

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