**EIT Food Fight Podcast - S3 E8B - DouxMatok V2.mp3**

**Lukxmi Balathasan** [00:00:06] Welcome to this bonus episode of The Food Fight podcast from EIT Food.

**Matt Eastland** [00:00:11] In these episodes, we want to shine a light on new projects and agrifood start-ups and hear about their efforts to fight for a better food future. This week, we're handing over to Ari Melamud to tell us about DouxMatok a start up offering improve nutrition through the sugar reduction solutions.

**Ari Melamud** [00:00:35] Hi, my name is Ari Melamud and I'm the CEO at DouxMatok and we're part of the EIT Food Rising Food Star. And we're fighting for the future of food because we believe there's a tremendous opportunity to introduce new technologies to allow everybody to have healthier but still delicious foods in front of them.

[00:00:58] At DouxMatok, what we do is we develop sugar that allows sugar reduction in a significant amount that allows basically 30 to 50 percent reduction of sugar in foods. And this is the first solution technology that we have developed. You know, sugar reduction has been on the list in front of companies for years and almost decades. Basically, if you look at all the solutions exist in the market today, all kinds of substitutes, better or worse. But we're very unique in the approach that we are actually using sugar to reduce sugar. And that is a great opportunity because on the one hand, you can do the reduction. But since we're using sugar and not artificial ingredients or anything like that, we're able to maintain the same taste of the real sugar while you are reducing a significant amount of it. So that's a very unique approach that we do. And we're actually the only company in the world today that uses a technology that uses sugar, basic, regular, natural sugar cane sugar to reduce sugar.

[00:02:09] Our technology, what it does is basically we were able to physically modify the sugar crystals, so no additives, no artificals officials, no GMOs, nothing, we create the same sugar. But what we do is we change slightly the physical structure of the single crystal, allowing it to have on one hand, a larger surface and a weaker structure. So what happens is that while you take that bite into your mouth, we get the sugar to be dissolved on the tongue much faster. And by allowing it to dissolve faster, you can feel a lot more of the sugar on your tongue. It actually makes it feel sweeter. And by having it taste sweeter, we can actually reduce and come back to the same sugar and sweetness level with much less sugar inside of it. So it's quite simple, actually, and that's why it's such a crazy and unique idea from my perspective.

[00:03:16] We have to understand that sugar by itself is not a bad ingredient, it's actually a good natural ingredient and gives you a lot of energies in a fast way. The problem that increased in the past decades is the overconsumption of sugar. Now, the industry is trying to fix that for many years. And this is where the all the artificial and non artificial substitutes came in, because, you know, the problem of the overconsumption of sugar is well known. The problem is that all the solutions that exist in the market today have a down negative side to it - doesn't have enough bulk or usually it has an aftertaste which is different than real sugar. So if you're looking to keep the delicious taste of your product while you reduce sugar, it's really a problem that hasn't been solved so far. What DouxMatok does is, because we use sugar to reduce sugar, we are able to have a significant reduction from one end, but we're able to maintain the same taste with no aftertaste or no negatives to it for the first time in the history of food, actually. And this creates a huge opportunity for companies who wanted to reduce sugar without giving up on the taste. You know, if you look at research, consumers are telling us for sure that the number one criteria for them to choose a product is taste. And that's not going to change because food is not just the source of energy for us. It's fun. It's happy, you know, especially sweet products. They make you happy and we want to maintain this happiness.

[00:04:56] You know, the inventor of the first patent and the idea of this, his name is Professor Avraham Baniel, he invented this when he was 95 years old. He's now 102 years old and he's following what we're doing here today. And his son, Eran Baniel, is the founder of the company using the technology that his father developed. And he led the company up until a very short time when I came in as a CEO. The whole story behind is very unique and it sets an example that, you know, innovation doesn't have to come from young people. It could also come from older, more experienced people and this is an encouragement and aspiration for start-ups and for new technologies.

[00:05:42] EIT Food and the Rising Food Star, and we've been members since twenty seventeen, so it's been a few years now and it's giving us a tremendous opportunity to partner with leading brands like Strauss Company and Paraders, Givaudan and others to actually develop solutions for different applications using our technology. And we've been using this opportunity in the past few years and it's been working very well for us since.

[00:06:12] Well, the number one thing that I'm proud of is, first of all, our team you know, I've been around the market. I was CEO of different companies. What we have here is a group of passionate, very talented scientists and employees that are on a mission. Seriously, we're on a mission to make an impact and to change the food industry, allowing consumers to have healthier products without giving out on the taste. So this is the number one thing that makes me really happy and probably was the main reason why I joined a company when I met the team. And the second thing is, I think we have an extra ordinary, an incredible solution to it. You know, this has been a problem for many years and no one was able to crack it down. And we have a technology that is commercial now so people can actually use our product and we can change the world in the next few years. And this is for me, it's a real, I would say, emotional even opportunity to make an impact.

[00:07:14] Were in a very interesting time where there are two elements colliding together. From one hand, new rising technologies pop up every day. So the technologies are there and the food tech industry is growing very rapidly due to new technologies that are introduced into the market. And what happens in these days is that we meet consumers that today are much more aware of what goes into their food. And, you know, if you look 10 or 20 years ago, that was not the case. It was just the beginning. So we have a very special opportunity at the moment to introduce new technologies that meet consumers demands and consumer requests for healthier food without giving up on the taste. And that is not only for sugar that it's across the food industry. So, you know, if I'm a food company, I look at this as a huge opportunity to give my consumers better food and better ingredients. And this is a rare opportunity that needs to be, I'm sure it will be, creating a new era for the food industry.

**Lukxmi Balathasan** [00:08:27] Thanks for listening to this bonus episode of The Food Fight podcast

**Matt Eastland** [00:08:31] to find out more and learn how you can get involved in the fight for a better future. Head over to eitfood.eu/podcast and join the conversation via #EITFoodFight on our Twitter channel @EITFood. For more information on DouxMatok, head over to douxmatok.com.