



INTEGRATED WELLNESS
Beauty & Longevity Solutions

Newsletter

08/2026

UBE

The Rising Purple Food Trend &
How It Differ from Other Purple Ingredients



UBE

Ube (*Dioscorea alata*),
 Commonly known as **purple yam**,
 is gaining attention in the global food
 and beverage market.
 Widely cultivated and traditionally
 enjoyed in the **Philippines**,
 it is loved for its **vibrant purple color**,
naturally sweet flavor, and
Creamy texture

Why Ube Stands Out



Vibrant
natural
purple color



Naturally
sweet
flavor



Smooth &
creamy
texture



Origin

Traditionally cultivated
 and enjoyed in the
Philippines.





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Although ube is often compared with **taro and purple sweet potato**, each ingredient has its own **unique characteristics**.

Ube has a sweet, nutty, vanilla-like flavor with a smooth, creamy texture.

Taro is mild, earthy, and starchy—suitable for sweet and savory dishes.

Purple sweet potato is sweeter and denser, ideal for baking and roasting.

Ube's distinctive flavor & vibrant purple color

Reduce the need for artificial colorants.

UBE



Tasty
Desserts



Specialty
Beverages



Natural
Colorant

UBE

Ube vs Taro vs Purple Sweet Potato

UBE



Sweet, nutty,
vanilla-like



Best for
desserts



TARO



Mild, earthy,
starchy



Used in sweet &
savory dishes



PURPLE SWEET POTATO



Sweet, dense,
potato-like



Great for baking
and roasting



Consumer interest in **natural ingredients**, **visually appealing foods**, and **authentic global flavors** drives ube's popularity. further boost the trend **Instagram and TikTok**. In through eye-catching **ube** creations.





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BEYOND SWEETNESS: **HOW SUB- THRESHOLD**

STEVIOL GLYCOSIDES MODULATE

Flavor Perception

Health-driven reformulation is reshaping the food and beverage industry with brands **reducing sugar, saturated fat, sodium, and MSG** while embracing more **natural ingredients**





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BEYOND SWEETNESS:

HOW SUB- THRESHOLD

STEVIOL GLYCOSIDES MODULATE

In Thailand

44%^[1]

of consumers are actively cutting their sugar intake being the top categories—yet most want to **reduce without compromising taste**



61%^[1]

sugary drinks



67%^[1]

sweets & desserts

Removing sugar, fat, or sodium, however, often strips away flavor and mouthfeel too.^[2]





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BEYOND SWEETNESS:

HOW SUB- THRESHOLD

STEVIOL GLYCOSIDES MODULATE

The Core Idea:
Influence Without Being Tasted

A compound can **shape flavor** even below **conscious detection**.

A Study published in **Nature Neuroscience** study Found that **sub-threshold saccharin** improved detection of a faint cherry-almond aroma, by **about 28%**^[3]

Plain water and MSG showed no effect. This reflects **cross-modal integration** and depends on **congruency**.



BEYOND SWEETNESS:

HOW SUB- THRESHOLD

STEVIOL GLYCOSIDES MODULATE

Why This Matters for Steviol Glycosides

At sub-threshold levels,
steviol glycosides may act as
flavor modulators, not just sweeteners.

Research shows they can influence
taste, mouthfeel, and aroma perception
without changing the beverage's
actual aroma chemistry^[4]





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BEYOND SWEETNESS: HOW SUB- THRESHOLD STEVIOL GLYCOSIDES MODULATE

Why This Matters for Steviol Glycosides

Potential Benefits



Compensate for flavor and mouthfeel losses from reducing sugar, fat, or sodium



Support clean-label reformulation such as less sugar, less fat, less sodium, and no MSG

References.

- [1] Innova Market Insights, Global Trends in Sugar Confectionery 2026: From Gut Health to Multisensory Indulgence, January 21, 2026 (Market research / industry report)
- [2] Mintel, Thai consumers take a more balanced and practical approach to reducing sugar, February 16, 2026 (citing Mintel Global New Products Database) (Market research / industry report)
- [3] Nature Neuroscience, The merging of the senses: integration of subthreshold taste and smell (Dalton P, Doolittle N, Nagata H, Breslin PAS), Volume 3, No. 5, 431–432, May 2000 (Peer-reviewed journal — psychophysical study on sub-threshold taste–smell integration)
- [4] Food Research International, Impact of rebaudioside A degradation compounds on flavor perception (Liu Y, Tello E, Peterson DG), Volume 173, Part 1, 113353, November 2023 (Peer-reviewed journal — sensory study on Rebaudioside A degradation compounds)



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UPCOMING EVENTS

< Sep 2026



DATE

2-4 Vitafoods Asia 2026, Bangkok, Thailand

3-5 SIAL, Guangzhou, China

8-11 Lucas Meyer Cosmetics Road Show @ Starbucks

9-11 Food India Expo, Mumbai, India

9-12 Asia Food Expo, Manila, The Philippines

10-11 China Beauty Expo – Hangzhou, Hangzhou, China

16-17 China Beauty Expo – Hangzhou, Hangzhou, China

The Natural & Organic Food Show, London, UK

16-18 Fi Asia, Jakarta, Indonesia

17-19 Beauty + Health & Wellness Manila, Manila, The Philippines

22 The 14th Annual Beauty Trends & Innovations Conference, London, UK





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UPCOMING EVENTS

< Sep 2026



DATE

- 22** Inabata Seminar, Chemico Vietnam Co., Ltd., Ho Chi Minh City, Vietnam
- Nisshin Seminar, Chemico Asia Pacific (M) Sdn. Bhd., Kuala Lumpur, Malaysia
- 23-24** in-cosmetics Latin America, Sao Paulo, Brazil
- 23-26** Malaysia International Halal Showcase (MIHAS 2026), Kuala Lumpur, Malaysia

- 24** Nisshin Seminar, Chemico Asia Pacific (M) Sdn. Bhd., Penang, Malaysia
- 24-25** Future Food-Tech, London, UK
- 25** Inabata Seminar, Chemico Vietnam Co., Ltd., Hanoi, Vietnam

28 SEP - 1 OCT
IFSCC Congress, Perth, Australia



Fi Asia Indonesia

