



GOODSUGAR.IN

# GOOD SUGAR CO.

MONK FRUIT  
0 CAL  
100% NATURAL  
TASTE = SUGAR  
DIABETIC SAFE

*Sweeten Smarter*

**CHINI KHARAB HAI, MITHAS NAHI**

# WHY US ?!?!?

The founding team consists of Mr. Dhruv Kedia (B.E. Chem, BITS Pilani) and Mr. Jayesh Bondia (IB, BBA Auro Uni). The Good Sugar Co, was started by them in April 2024 from a personal pain point of not having a Good Sugar substitute that does not compromise on taste.

## **Serious about quality. Relentless on price.**

We treat monk fruit like a craft ingredient and a daily essential. That means strict testing, clear documentation, and flavor you can count on. It also means pricing that respects budgets and margins. Having replaced 20,000 kg of sugar being consumed by Indians, we know what we are doing.

## Some of our customers



Pintola®



# WHY MONK SUGAR ?

**0 CALORIES  
100% NATURAL  
JUST LIKE SUGAR  
0 GI (DIABETIC SAFE)**

**Monk** Fruit, which mainly grows in China, has been used for centuries to sweeten things without any toxins of the sugarcane-derived sugar we currently eat. It contains Mogroside V, which is mainly responsible for the sweet taste.

## Versatility

- Can handle baking, steaming, freezing, etc.
- Can be used for beverages, ice creams, smoothies, protein powders, etc
- Can handle temperatures ranging from -40 to 350°C
- It is fat and water-soluble.

## Future ready choice

Consumer preference is moving toward **Healthier sweetness**. Switching now protects your portfolio and keeps you ahead of competitor reformulations.

## A label your brand can be proud of

Monk fruit reads simple and recognizable. It supports cleaner labels and a smarter brand story without gimmicks.

## Your Brand Can Now Claim

Naturally Sweetened | 0 CAL SUGAR



# MEET OUR SWEET ARSENAL

## Pure Monk Fruit Powder

- Fine powder, Spray dried powdered extracts.
- 60x-300x sweetness variants available
- Best suited for protein powders, chocolates, syrups.
- 3 year shelf stable

## Aqua-Monk™ :Monk Fruit Liquid Extract

- Goodness of Monk, dissolved in Water
- ~1cp viscosity, odorless, colorless liquid.
- 3 year shelf stable, room temp stable
- 100x-300x sweetness variants available.
- Ingredients: Water, Monk Fruit Extract, Preservative.
- Great for beverages, syrups, yogurts, ice creams, Baked goods, Juices.

## Monk Fruit Powder Blends

- White powder, crystal/fine
- Particle size ranging from 100um - .1mm
- Blending with Erythritol, Allulose, Tea Powder, Coffee Powder, etc.
- Shelf stable for 3 years
- Sweetness Ratios Available: 1x,2x,5x,10x,50x, etc
- Great kitchen and counter replacer, for HoReCa, beverages, etc.





# FOR MORE INFO & SAMPLES

goodsugar.in

+91 96389 49513, +91 82386 38550

founder@goodsugar.in / hello@goodsugar.in

- 1) TGS, 714, Krishna Mansion, Kalupur, Ahmedabad
- 2) TGS, 172, Road no. 4, Udhna, Surat

## Each batch is provided with:

COA, Component Breakdown , Nutritional Info, Proof for all claims made