



1. What can you tell us about the new KDD no-added-sugar ice creams?

KDD GOOD FOR ME ice cream has ZERO percent added sugars. It only contains the natural lactose in milk. No sugars have been added to these recipes, making them healthier than regular ice cream.

2. How can the product taste good without the added sugar?

The new range of ice creams tastes fabulous without added sugar thanks to a combination of approved plant-based sweeteners stevia and erythritol. This ensures that consumers still enjoy the same great taste expected from all KDD products.

3. What flavours are available in this new range?

The GOOD FOR ME ice cream is available in four flavours: chocolate, vanilla, strawberry and vanilla almond.

4. Why are Stevia and Erythritol being used as sweeteners?

Our team of scientists and engineers opted for this combination because it provides the perfect level of sweetness and is the gentlest on your metabolism compared to other sugar substitutes. Erythritol does not change blood sugar or insulin in healthy individuals. It has also been found to act as an antioxidant and may improve blood vessel function in people with type 2 diabetes. Stevia extract has been found to have health-promoting qualities. Studies have shown that stevia can reduce blood pressure slightly, lower blood glucose and insulin levels in diabetics and healthy subjects, and fight inflammation. Learn more about the science of sweeteners here:

<https://metabolicmatrix.info/sweetener-review/>

5. Is the product appropriate for people concerned about their blood glucose levels?

A double-blind, randomized clinical trial was conducted with the Dasman Diabetes Institute on no-added-sugar chocolate ice cream. It compared the post-prandial glucose and insulin response of no-added-sugar ice cream to conventional ice cream (with added sugar). Not surprisingly, compared to conventional ice cream, no-added-sugar ice cream showed significantly lowered blood glucose and insulin responses in patients with diabetes.

6. How many calories are in a serving of KDD No Added Sugar Ice Cream?

The chocolate (170 ml) cup has 130 calories, while the strawberry and vanilla versions have 140 calories. At KDD, we agree with scientists who say that it is essential to focus on the quality as well as the quantity of calories. The total sugar in this ice cream is 6 grams, which is 65% less than regular ice cream. It is also important to note that the only source of sugar is naturally occurring lactose in the dairy.

7. Are there any artificial additives in KDD No Added Sugar Ice Cream?

The product does not contain artificial colors or flavors.

8. Is the product suitable for children?

This product is suitable for children three years and above.

9. Where can I buy KDD No Added Sugar Ice Cream?

By the end of June 2024, the product will be available at all major co-operatives, hypermarkets, and KDD Gateshops and online at KDD E-Shop.

10. Is this product lactose-free?

No, this product is not lactose-free.

11. What is the price for the product?

The product is priced at 0.400 KD per cup.

12. Why GOOD FOR ME as a brand name?

The intent of the KDD GOOD FOR ME brand is to prioritize consumer health goals. This range of products offers positive health impacts to consumers. KDD will be launching a range of GOOD FOR ME products that cater to the three pillars of the Metabolic Matrix: *support the brain, protect the liver, and feed the gut.*

