

## Amai Proteins: The Delicious Healthy Sweet Future using the sweelin® Serendipity Berry Hyper-Sweet Designer Protein

Amai Proteins <https://amaiproteins.com/>

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CATEGORY: Biotech/Pharma or Medical Devices or Health IT/Digital \*

### SESSIONS

The Next Bite; Evidence Based Bio-Food by Design

- Executive Summary: Amai Proteins produces Designer Proteins for the mass food and beverage market. The first product is sweelin®, the world's first sweetener which enables 40-70% sugar reduction without compromising taste, health, cost and sustainability. sweelin® already received several regulatory approvals, was evaluated by leading multinationals and is available for industrial use.
- Core Technology: Amai ('sweet' in Japanese) applies the Pro<sup>3</sup> platform to produce Designer Proteins which are fit for the mass food and beverage market. First, the Pro-Design AI-CPD (Computational Protein Design) is used to design proteins which are hyper-stable with improved functionality (taste, potency) and which are quick to fold, thus optimizing cost-efficiency of the product. Next, the Pro-Planet microbial precision fermentation produces the protein using yeast or other microorganisms. Finally, the Pro-Taste food technology integrates the product to everyday food.
- Product Profile/Pipeline: sweelin® is fit for most of the food and beverage industry, supporting a market of >\$20B. sweelin® has been used in beverages, dairy, condiments, sauces, gummies, chewing gums, energy bars and more. A double-blind, crossover random clinical trial conducted with the Tel Aviv Sourasky Medical Center proved that sweelin® has no effect on blood levels of glucose, insulin and GLP-1.
- Business Strategy: sweelin® is a B2C-branded B2B ingredient. The B2C branding is supported by <http://www.sweelin.com>
- What's Next? Amai already produces a large array of sweet protein variants and is planning to enter other fields of Designer Proteins for the mass food and beverage market.