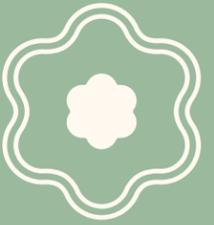


coccola.



Reinventing sweetness.

The first science-validated natural sweetener & booster
A new raw ingredient for food, beverage & nutrition.



Patent N. 102025000001257

Validated by pre-clinical studies

EFSA/FDA pathway in progress





What is Coccola

All Natural and Soluble Coconut Powder

Coccola is not just a sweetener.

It is a new category: a natural coconut powder that sweetens while nourishing and supporting the body.

Formulated in Italy, Coccola combines coconut milk powder and coconut water powder to deliver a clean, natural and functional sweetness.

Designed for coffee, and ideal for polyphenol-rich beverages and foods.

Ingredients

Coconut milk, 20% coconut water, tapioca maltodextrine (carrier)

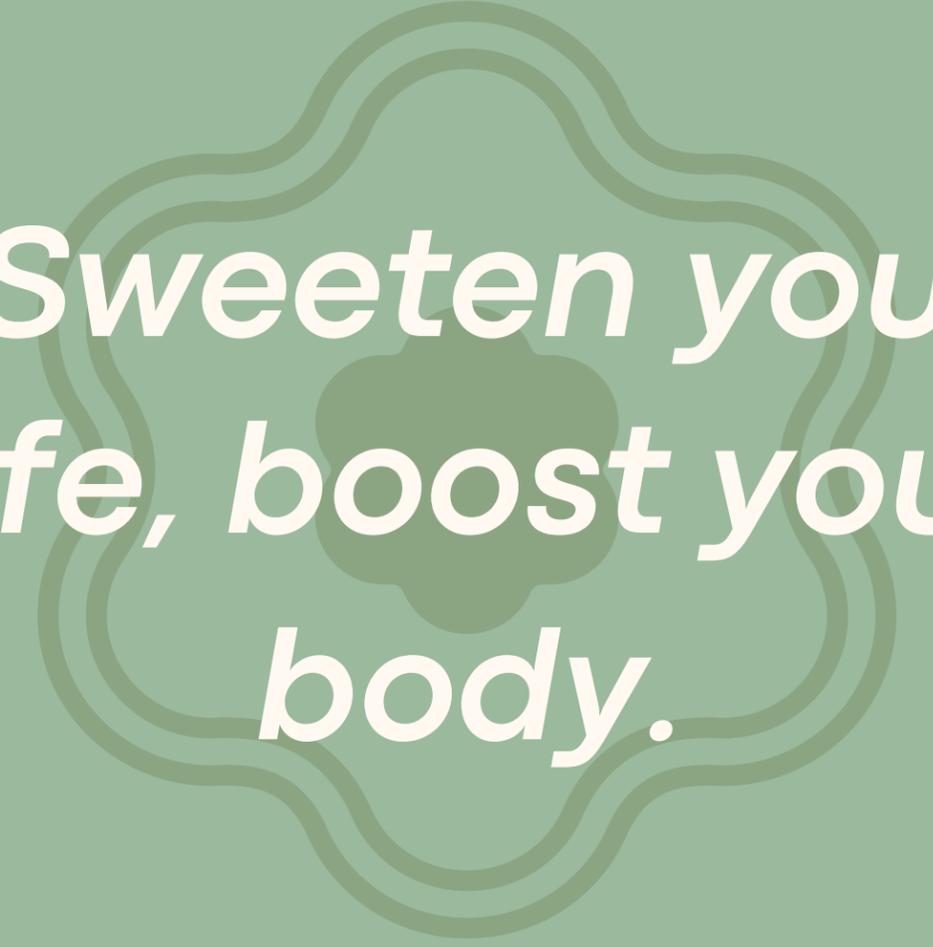
Coconut milk, pulp, and coconut water (from mature and green coconuts).

Why Coccola Is Different from Chemical Sweeteners

A sweetness that works with the body, not against it.

- 100% natural origin
- Clean label
- Natural source of electrolytes
- Low Glycemic Index (Low GI)
- No refined sugars

Coccola enhances flavours instead of masking them.



*Sweeten your
life, boost your
body.*

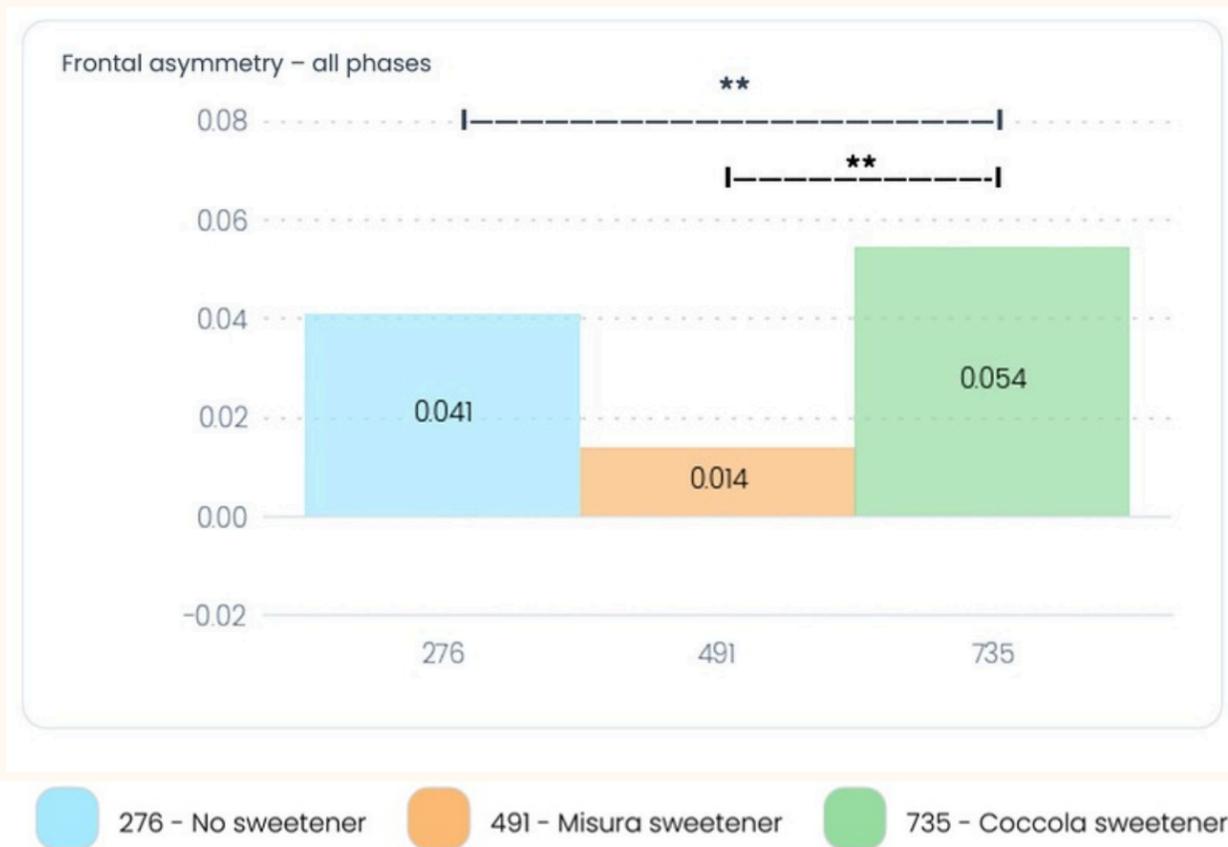
Consumer validation using neuroscience

Coccola wins in likeability scoring vs chemical sweeteners.

The level of implicit liking derived from neural signals recorded from participants during the test indicates that the Coccola increased the perceived pleasantness of the coffee compared to both the bitter version and the version containing the benchmark sweetener.

Overall, Coccola enhanced perception of the coffee beverage consumers were tasting.

Likeability scoring



Engaging consumers



Consumer validation using neuroscience

Coccola Enhancing Creaminess and Taste of Coffee

When Consumers were asked to rate the intensity of Creaminess in samples, Coccola was rated as the most balanced, with a clear prevalence of the “just about right” evaluation when compared to others.

When analyzing results from the Panel across three different generational groups, Coccola showed a marked dominance not just in potentially conservative demographics (Generation X), but also for Gen Z, which is currently one of the hottest targets in food and beverage solutions.

Enhancing Creaminess



Ready for Gen Z



Comparative Nutritional Charts

Not all sweeteners are the same: this is why Coccola makes the difference

coccola <small>Drink Booster (8 g)</small>	Sports Drinks	Juices
49 calories	140 calories	150 calories
0 g added sugars	35 g added sugars	35 g sugars
85.3 mg Potassium	75 mg Potassium	0 mg Potassium
<0.5 g protein	0 g protein	1.5 g protein
3.2 g medium-chain fatty acids (MCT)	0 g medium-chain fatty acids	0 g medium-chain fatty acids
Essential electrolytes, amino acids, and nutrients to boost metabolism and enhance overall wellness. Suitable for everyone: children and elderly.	Water, sugar, maltodextrin, acidifier (citric acid), minerals (sodium chloride, sodium citrate, monopotassium phosphate, magnesium oxide), emulsifiers (E414, E445), flavors, sweeteners (sucralose, acesulfame K), colorant (E133).	Fruit puree, water, sugar, glucose-fructose syrup, acidifier: citric acid, flavors, vitamin C.

coccola <small>Sweetener (1.2 g)</small>	Sugar <small>Serving (5 g)</small>	Chemical Sweetener <small>Tablet (50 mg)</small>
7 calories	25 calories	0.1 calories
0 g added sugars	5 g sugar	0.03 g added sugars
12.8 mg Potassium	0 mg Potassium	0 mg Potassium
<0.5 g protein	0 g protein	0 g protein
0.5 g medium-chain fatty acids (MCT)	0 g medium-chain fatty acids	0 g medium-chain fatty acids
Naturally sourced, nutrient-packed sweetener with essential electrolytes.	Granulated sugar.	Cyclamate, Charging agent (isomalt), artificial sweeteners (acesulfame K, sodium saccharin), stabilizers (microcrystalline cellulose, cross-linked sodium carboxymethylcellulose), flavor. BANNED IN USA.

Industrial Applications

For Grocery Retail Buyer

Why Coccola Works on Shelf and in Formulation

- Functional natural ingredient for food & beverage formulations
- Enhances polyphenol-rich products (coffee, cocoa, tea, functional drinks)
- Clean-label alternative to refined sugars and chemical sweeteners
- Consistent performance and scalable for industrial use

- **Creates a new category, not a commodity**
- **Immediate differentiation at shelf**
- **Clear and credible storytelling**
- **Supported by scientific evidence**

Coccola speaks to the modern consumer and supports innovation in food formulation.

Coccola Assortment

An assortment for Retail

Retail Formats

- Single Sachet (2g)
- Doypack Box (60g)
- Floor Display

Industry

- Bulk 5-20kg - *bulk of coconut powder formulated for the food industry.*

New Flavor Lineup

- Coccola Cocoa: Mixed with pure cacao to create a Marocchino coffee or a creamy, sugar-free hot chocolate.
- Coccola Vanilla: Enriched with pure vanilla beans. Perfect for vanilla coffee or a delicious cappuccino.
- Coccola Matcha: Formulated with premium grade matcha. A perfect Coconut matcha latte.
- Coccola Saffron: Blended with premium saffron, delivering a golden boost with anti-inflammatory benefits. Ideal for tea and infusion rituals.



Coccola Awards

Premio America Innovazione 2024

Selected among the top Italian startups leading innovation across global markets

SIAL Paris 2024 – Innovation Selection

Featured in the SIAL Innovation Area as one of the most promising food-tech solutions worldwide

Le Village by CA – Food Tech Incubation

Incubated in the Italian Food Valley and supported by Barilla and Crédit Agricole

Gambero Rosso 2025

Listed among the 17 startups revolutionizing the future of food in Italy

World Food Innovation Awards – Best Startup 2025

Awarded Best Startup in the World, with 2nd place as:

Best Ingredient for Health & Most Innovative Product

World Coffee Innovation Awards –

Best Flavour Innovation 2025

Food and Drink Awards 2025

New Ingredients Awards –

100 ECCELLENZE ITALIANE



Il fatto alimentare

They Talk About Us

Food Navigator



TRA DOLCIFICANTI NATURALI ED ENZIMI, LE NOVITÀ IN ARRIVO PER RIDURRE LO ZUCCHERO

La start up italiana

"Tecnicamente non si tratta di un dolcificante, nel senso che non agisce sul recettore del dolce, ma utilizza le sostanze attive presenti nel cocco per armonizzare il gusto soprattutto delle bevande ricche di polifenoli come tè, caffè o cioccolato" spiega Emmanuela Alesiani che ha ideato il prodotto depositando il primo brevetto – ora in fase di estensione internazionale – ed è oggi CEO di Suitefood. Coccola è realizzato con latte e acqua di cocco a diversi stadi di maturazione: i frutti provengono soprattutto dall'Asia, "attraverso una filiera responsabile che propone solo materie prime di origine certificata e sostenibile", ricorda Alesiani.



What's coming after stevia? 4 new sweeteners on the horizon



By [Flora Southey](#)

04-Dec-2025 Last updated on 04-Dec-2025 at 10:38 GMT



Sweetener with hydration and energising boost

Consumers want ingredients that do more than sustain. And that's what Italian start-up Coccola is offering with its non-synthetic sweetener that hydrates and energises.

It's a blended ingredient, made from coconut milk powder (but completely dairy-free) and coconut water powder, and that's where the functional benefits come from. Coconut naturally contains electrolytes, potassium, proteins and iron.

Coccola is pushing its powdered ingredient as a perfect companion for coffee, tea, smoothies, and mixed in with water. In coffee, Coccola can naturally sweeten, while also boosting metabolism thanks to the synergy between coffee polyphenols and coconut protein. In smoothies, it can help support the absorption of fat-soluble vitamins like A, D, E and K.

Image: Getty/Sonja Rachbauer

coccola.

Sweeten your life, boost your body.

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Italian Innovative Startup

Patent pending – Application No. 102025000001257

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