

# Hey sugar!

## Meet your match







**BēLOVED**  
datenutrition 

**staysoft®**  
**datepaste** Varieties available: Zahidi & Deglet

The Beloved **staysoft®** Date paste is deliciously sticky and has the same characteristic sweet hints of toffee, caramel and brown sugar that dates do.


Our unique process allows us to provide an innovative technical solution to a range of processing applications and unlike other date pastes on the market, it maintains its organoleptic and processing attributes throughout its shelf life, meaning it doesn't harden.

### keyattributes

-  Guaranteed **staysoft®** paste throughout life.
-  100% natural
-  No additives, preservatives or GMOs
-  Source of minerals
-  Suitable for use in vegan and gluten free formulations
-  High in fibre and low GI
-  Suitable for use in 'no added sugar formulations'
-  Sealed, high-barrier bag: remains soft through shelf life



### foodsafety

-  Sourced from accredited processing plants, verified supply chain & traceability
-  Guaranteed Pit Free paste
-  Free from infestation
-  Microbiological stability – Moisture <20% / aW <0.65
-  18 months shelf life
-  Ambient storage

**datenutrition** Source of Data – Analysis 2019 UKAS Laboratory

VARIETY – ZAHIDI	FINISHED PRODUCT NUTRITIONAL STANDARDS	TYPICAL VALUES g/100g
	Energy kJ	1325
	Energy kcal	313
	Protein	2.2
	Carbohydrate	71.4
	of which Sugars *	62.4
	Fat	<0.1
	of Which Saturates	<0.1
	Dietary Fibre	9.0
	Sodium	0.03
	Total Salt	0.09

**datenutrition** Source of Data – Analysis 2019 UKAS Laboratory

VARIETY – DEGLET NOUR	FINISHED PRODUCT NUTRITIONAL STANDARDS	TYPICAL VALUES g/100g
	Energy kJ	1264
	Energy kcal	298
	Protein	2.0
	Carbohydrate	68.9
	of which Sugars *	61.7
	Fat	<0.1
	of Which Saturates	<0.1
	Dietary Fibre	7.1
	Sodium	0.03
	Total Salt	0.09

\*naturally occurring sugars from the date fruit



# datenectar

Our Beloved Date Nectar is a delicious sweet dark date syrup rich in deep caramel & toffee flavours. Made from 100% dates extracting the juice with minimal processing to achieve the rich dark colour with no chemicals used, yet still retaining some of the benefits of the whole date. Commonly used in place of molasses or black treacle to provide binding, natural colour, sweetness, and flavour with no bitter aftertaste.



## keyattributes

- 100% natural
- No additives, preservatives or GMOs
- Source of minerals
- Suitable for use in vegan and gluten free formulations
- Use 20% less than refined white sugar
- Use to enhance caramel colour and flavour
- Great alternative to brown sugar, treacle & molasses



## foodsafety

- Sourced from accredited processing plants, verified supply chain & traceability
- Microbiological stability – pH 4.0 – 5.0 / Brix 75 – 78°
- 18 months shelf life
- Ambient storage

## datenutrition

Source of Data – Analysis 2019 UKAS Laboratory

FINISHED PRODUCT NUTRITIONAL STANDARDS	TYPICAL VALUES g/100g
Energy kJ	1297
Energy kcal	305
Protein	1.1
Carbohydrate	74.4
of which Sugars *	67.7
Fat	<0.1
of Which Saturates	<0.1
Dietary Fibre	1.2
Sodium	0.03
Total Salt	0.08

*\*naturally occurring sugars from the date fruit*



Be Happy, Be Healthy, Beloved



## goldendatnectar

Our Beloved Golden Date Nectar is a delicious sweet golden date syrup rich in soft caramel flavours. Made from 100% dates extracting the juice with minimal processing to achieve the rich golden colour with no chemicals used yet still retaining some of the benefits of the whole date. Commonly used in place of golden syrup, agave or honey to provide binding, natural colour, sweetness, and flavour.

## foodsafety

- 📌 Sourced from accredited processing plants, verified supply chain & traceability
- 📌 Microbiological stability – pH 4.0 – 5.0 / Brix 75 – 78°
- 📌 18 months shelf life
- 📌 Ambient storage

## datenutrition

Source of Data – Analysis 2019 UKAS Laboratory

FINISHED PRODUCT NUTRITIONAL STANDARDS	TYPICAL VALUES g/100g
Energy kJ	1292
Energy kcal	304
Protein	0.2
Carbohydrate	75.7
of which Sugars *	68.1
Fat	<0.1
of Which Saturates	<0.1
Dietary Fibre	<0.1
Sodium	0.005
Total Salt	0.01

\*naturally occurring sugars from the date fruit

## keyattributes

- 📌 100% natural
- 📌 No additives, preservatives or GMOs
- 📌 Source of minerals
- 📌 Suitable for use in vegan and gluten free formulations
- 📌 Use 20% less than refined white sugar
- 📌 Contributes towards cleaner label
- 📌 Use to enhance caramel colour and flavour
- 📌 Great alternative to (partially inverted) golden syrup, sugar and invert sugars



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# datepowder

Our Beloved Date Powder is a healthy unrefined natural sweetener made from 100% dried dates. Made with whole date goodness it is the perfect replacement to refined sugars, whilst offering all the nutritional benefits of whole dates.



## foodsafety

- Sourced from accredited processing plants, verified supply chain & traceability
- Free from infestation
- Microbiological stability – Moisture <4% / aW <0.3
- 12 months shelf life
- Ambient storage

## keyattributes

- 100% natural
- No additives, preservatives or GMOs
- Source of minerals
- Suitable for use in vegan and gluten free formulations
- High in fibre and low GI
- Provides natural sweetness

## datenutrition

Source of Data – Analysis 2019 UKAS Laboratory

FINISHED PRODUCT NUTRITIONAL STANDARDS	TYPICAL VALUES g/100g
Energy kJ	1546
Energy kcal	365
Protein	1.2
Carbohydrate	85.3
of which Sugars *	34.9
Fat	0.1
of Which Saturates	0.1
Dietary Fibre	8.2
Sodium	0.1
Total Salt	0.2

\*naturally occurring sugars from the date fruit





# choppeddate

Our Beloved Chopped Dates are available in a variety of bite size pieces, and lightly dusted in rice flour to prevent them sticking together. Great for inclusions and adding texture and natural sweetness and flavour. An alternative to other dried fruits offering natural sweetness and nutritional benefits.

## keyattributes

- 100% natural
- No additives, preservatives or GMOs
- Source of minerals
- Suitable for use in vegan and gluten free formulations
- High in fibre and low GI
- Chopped – Ready to use
- Perfect for visible inclusions and added texture
- Provides natural sweetness



## foodsafety

- Sourced from accredited processing plants, verified supply chain & traceability
- Free from infestation
- Microbiological stability – Moisture <20% / aW <0.70
- 12 months shelf life
- Ambient storage

## datenutrition

Source of Data – Analysis 2019 UKAS Laboratory

FINISHED PRODUCT NUTRITIONAL STANDARDS	TYPICAL VALUES g/100g
Energy kJ	1355
Energy kcal	320
Protein	2.6
Carbohydrate	71.7
of which Sugars *	56.7
Fat	0.6
of Which Saturates	0.2
Dietary Fibre	8.5
Sodium	0.01
Total Salt	0.02

*\*naturally occurring sugars from the date fruit*



Here at Beloved

# WE CHAMPION THE WHOLE DATE FRUIT

Wholehearted, Nourishing Innovative Date Ingredients



03

## datesector

Cereals • Sugar • Sweeteners • Soft Drinks  
Confectionery • Desserts • Ice Cream  
Bakery • Sports Nutrition • Snack  
Sauces • Seasoning

01

## datebenefits

100% Natural • Clean Label • Increase Fibre  
Rich in Natural Minerals • Phytochemicals  
Suitable for Vegan • Vegetarian  
• Reduce Sugar • Low GI



02

## dateapplications

Natural Sweetener • Refined Sugar Substitute  
Natural Flavouring • Improves Texture  
Binding Agent • Natural Coloring

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**BēLOVED**  
datenutrition

London • Oman



### Contact us

Please get in touch via  
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information about our products please visit  
www.belovedates.com

