



Session	Start-ups/SMEs looking for Finance: Pre-seed/Angel/Seed
Title	Better-for-you sweetness, built on proteins
Company	tasira
Speaker	Tabea Schröder
TRL	TRL 4 - 7
Keywords feedstock (max 2)	sugar, side-streams
Keywords technology (max 2)	fermentation, synbio
Keywords End-Product (max 2)	sweet proteins
Abstract:	
tasira is developing the next generation of natural sugar reduction through precision-fermented sweet proteins. As “better-for-you” products move from niche to mainstream, changing consumer expectations — reinforced by the rapid adoption of GLP-1s — are accelerating demand for foods and beverages with less sugar and no compromise on taste. Today’s sweetener solutions still force trade-offs. Stevia, monk fruit and artificial sweeteners can create lingering, metallic or otherwise non-sugar-like profiles and often require complex blends or masking systems. At the same time, governments are increasing pressure on sugar consumption through measures such as sugar taxes and reformulation targets, creating additional urgency for food and beverage companies to find better-performing alternatives. tasira’s first ingredient is nature-identical Brazzein, a naturally occurring sweet protein approximately 1,500x sweeter than sucrose by mass. It is easily digested and can deliver sweetness at effectively 0 kcal per serving. Our initial commercial focus is beverages, where taste performance is critical and sugar reduction remains challenging. Behind the product, tasira is building a broader technology platform combining fermentation, protein engineering, sensory science and application development. This allows us to improve Brazzein’s performance, develop more robust variants for different processing conditions and, over time, expand into other taste modalities.	