



GOOD FOR ME®



MAJOR INGREDIENTS: Water, Milk fat, Cow's skimmed milk powder, Natural sweeteners (Erythritol 6%, Stevia 0.02%), Alkalized cocoa powder, Monk fruit juice concentrate.



Responsible Indulgence

Health meets delicious in just the right portion size.



Knowledge Partner:
معهد دسمان للسكري
Dasman Diabetes Institute



أحد مراكز
Center



Nutritional Facts

Amount servings per container
Serving size 92g (167ml)

Amount per serving

Calories 130

% Daily Value*

Total Fat	9.0g	13%
Saturated Fat	7.0g	35%
Unsaturated Fat (g)	2.0g	
Trans Fat	0.0g	7%
Cholesterol	20mg	3%
Sodium	45mg	8%
Total Carbohydrate	20.0g	14%
Dietary Fiber	4.0g	
Total Sugars	6.0g	7%
Added Sugars	0.0g	
Protein	3g	6%

6g
Net Carbs
7%

0g
Added Sugar
0%

*The % Daily value tells you how much a nutrient in a serving of food contributes to a daily diet 2,000 calories a day is used for general nutrition advice.



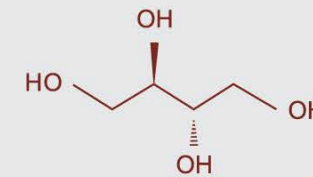
Too much fructose, a common type of sugar, can damage your liver, just like too much alcohol.

Too much sugar doesn't just make us fat, it can also make us sick.

Erythritol & Stevia Plant-Based Sweeteners

- Zero Calories
- Generally Regarded as Safe (GRAS)
- No effect on blood glucose or insulin levels
- Approved by global health authorities FDA, EFSA, GSO, WHO, FAO, etc.

Erythritol



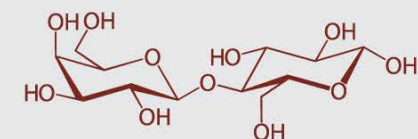
Steviol (Stevia)



Natural Source of Lactose

Contains lactose, a natural sugar found in dairy with a modest impact on blood glucose.

Lactose





KEY MILESTONES FOR KDD IN THE NO-ADDED SUGAR ICE CREAM

2021

Metabolic Matrix developed by KDD to support decision making in product development for positive metabolic health in consumers.

2022

Sugar alternatives are evaluated by KDD in terms of metabolism, biochemistry, cost, regulatory requirements, and market feedback. **KFAS Grant** is approved to support clinical trial through DDI of new KDD ice-cream **Clinical Trial hypothesis and design** is established with DDI.

2023

Peer-reviewed methods paper of the Metabolic Matrix is published by KDD Scientific Advisory Team in "Frontiers in Nutrition". **DDI Completes Clinical Trial** with very favourable outcome for KDD's no-added-sugar chocolate ice cream, and a paper is drafted for peer review and publication.

2024

GOOD FOR ME no-added-sugar ice cream products are to be launched in Kuwait market in June 2024.



GOOD FOR ME®



NO-ADDED SUGAR ICE CREAM CLINICAL TRIAL (Funded by KFAS and conducted by DDI)



Science Partners



Transforming packaged food and beverage, one product at a time.



CLINICAL TRIAL

Completed in 2023 by DDI

Compared post prandial glucose / insulin response among patients with Type 2 Diabetes when consuming (300 grams) of ice cream with and without added sugar.

Background

Avoiding blood glucose and insulin dysregulation is important for people with Type 2 Diabetes. **No-added-sugar ice cream has lactose**, a natural sugar found in dairy, however the total sugars are on-third those found in added sugar ice cream.

Low or no calorie sweeteners provide healthy options for people with compromised metabolic health conditions by:

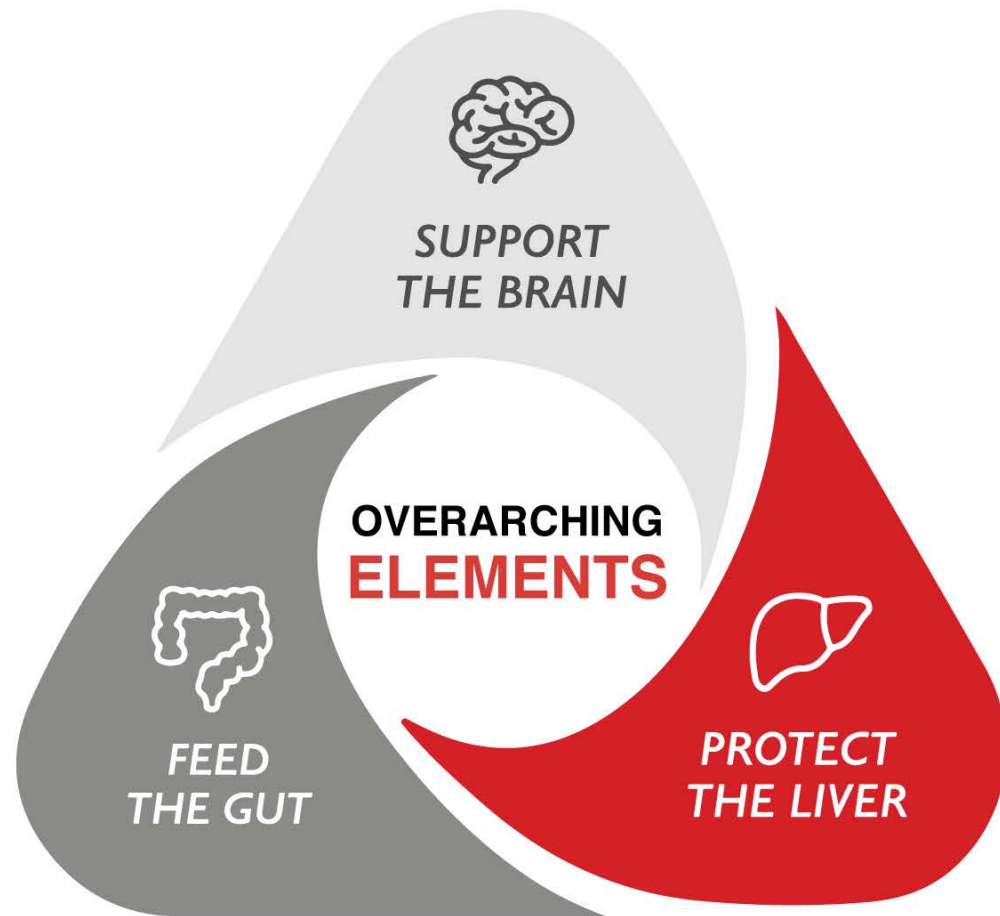
- Reducing caloric intake
- Minimizing blood glucose or insulin impacts
- Supporting responsible indulgence

First Kuwaiti product to undergo a double-blinded randomized cross-over clinical trial with the highest level of evidence.

Registered on ClinicalTrials.Gov.



Metabolic Matrix



KDD Product Re-engineering Matrix



Metabolic Matrix
Website



SUPPORT THE BRAIN

- Through nutrient-dense foods
- With healthy and brain-essential fats
- With healthy proteins providing sufficient and appropriate amino acids
- With “brain-selective” nutrients which help govern neurotransmitter function



FEED THE GUT

- Reduce processed carbohydrates
- Whole intact food (cellular) matrix
- Provide prebiotic nourishment (Soluble fiber & Insoluble fiber)
- Replace probiotic nourishment (gut microbiota)



PROTECT THE LIVER

- Fructose reduction
- Reduce total sugar intake
- Appropriate hydration
- Reduce environmental toxins
- Reduce glycemic load

PURE WHOLESOME GOODNESS



خير الطيبات

Metabolic Matrix



• Supports brain health
• Improves gut health
• Supports liver health



MAJOR INGREDIENTS: Water, Milk fat, Cow's skimmed milk powder, Natural sweeteners (Erythritol 6%, Stevia 0.02%), Alkalinized cocoa powder, Monk fruit juice concentrate.

Nutritional Facts	
Amount per serving (1/2 cup (125g))	
Calories 130	
% Daily Value*	
Total Fat	9.5g 19%
Saturated Fat	7.0g 14%
Unsaturated Fat	2.5g 5%

KDD
GOOD FOR ME



Responsible Indulgence
Health meets delicious in just the right portion size.

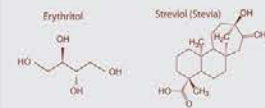
Knowledge Partner:
معهد دسمن للسكري
Dasman Diabetes Institute
KFIAS | أحد مراكز
Center



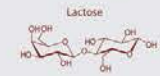
Too much fructose, a common type of sugar, can damage your liver, just like too much alcohol. Too much sugar doesn't just make us fat, it can also make us sick.

Erythritol & Stevia Plant-Based Sweeteners

- Zero Calories
- Generally Regarded as Safe (GRAS)
- No effect on blood glucose or insulin levels
- Approved by global health authorities FDA, EFSA, GSO, WHO, FAO, etc.



Natural Source of Lactose
Contains lactose, a natural sugar found in dairy with a modest impact on blood glucose.



GOOD FOR ME

• Supports brain health
• Improves gut health
• Supports liver health

• Supports brain health
• Improves gut health
• Supports liver health

• Supports brain health
• Improves gut health
• Supports liver health

KDD Metabolic Matrix

SUPPORT THE BRAIN

- Through nutrient dense foods
- With healthy and brain-boosting fats
- With healthy gut health and probiotics
- With brain-boosting nutrients like omega-3 fatty acids

FEED THE GUT

- Reduce processed carbohydrates
- Choose fiber-rich carbohydrate sources
- Increase probiotic consumption
- Choose fiber & probiotic blends
- Reduce antibiotic use

PROTECT THE LIVER

- Reduce alcohol intake
- Reduce fructose intake
- Support liver health
- Reduce glycemic load

KDD
خير الطيبات
PURE WHOLESOME GOODNESS

KDD
GOOD FOR ME

• Supports brain health
• Improves gut health
• Supports liver health

• Supports brain health
• Improves gut health
• Supports liver health

• Supports brain health
• Improves gut health
• Supports liver health