

EZASSI

Amai Proteins (Global)

Startup Signals · October 2026

A Startup watch on Amai Proteins, developer of the sweet protein sweetlin: regulatory clearances, leadership, supply readiness, competing sweet proteins and clinical evidence, read for a food or beverage manufacturer deciding when to formulate with it. Five signals from one cycle.

#	SIGNAL	CONFIDENCE	HORIZON	STATUS
1	Three regulatory clearances in under seven months — FDA, Singapore, Israel — give manufacturers a legal basis to formulate, and FDA's own letter confirms the U.S. scope	Medium	Immediate (0–3 months)	Review
2	A second CEO change in about 14 months puts a nutrition-industry commercial leader in charge, signaling a shift from development to commercial scale-up	Medium	Immediate (0–3 months)	Review
3	Regulatory clearances, clinical publication, and CEO appointment have all arrived within nine months while no supply partner, price, or launched product has appeared — the gap between commercial signaling and procurement readiness is widening	High	Short-term (3–12 months)	Verified
4	Competing brazzein offerings from Bestzyme, Sweegen and Ingredion are ahead of sweetlin on visible supply and distribution	Medium	Immediate (0–3 months)	Review
5	Published human clinical data on blood glucose and insulin provides a substantiated scientific basis for metabolic positioning, but does not substitute for regulatory claim review	Medium	Short-term (3–12 months)	Review

Every signal rests on two or more dated events. Confidence is published as a band. Where a signal sits below High, the reasoning names the evidence that is missing. Status says where the evidence stands: Verified, Review, or Inconclusive — we looked, and the evidence does not yet support a firmer call.

SIGNAL 1 OF 5

Three regulatory clearances in under seven months — FDA, Singapore, Israel — give manufacturers a legal basis to formulate, and FDA's own letter confirms the U.S. scope

MEDIUM Immediate (0–3 months) · Legal & Regulatory · **Review**

Sweelin cleared U.S., Singaporean and Israeli requirements between February and August 2026. The U.S. clearance and its limits are confirmed in FDA's response letter; the Singapore and Israel approvals are confirmed so far through company announcements and trade reporting, not the regulators' own documents.

REASONING

Three sequentially dated regulator actions in under seven months is consistent with a planned multi-market strategy rather than opportunistic filings. The U.S. leg rests on the primary record: FDA's response to GRN 1269 states that the agency has no questions about Amai's conclusion that its monellin preparation is GRAS as a general-purpose sweetener at levels consistent with good manufacturing practice, and records that Amai does not intend it for infant formula, infant foods or USDA-regulated products. The Singapore and Israel legs rest on Amai's announcements, corroborated by trade press. Confidence is held at Medium until those two regulators' documents are in hand.

PATTERN

FDA signed its response to GRN 1269 on February 4, 2026 and issued a corrected copy on February 5, 2026 to fix a typographical error in the notice number. Amai submitted the notice on May 6, 2025 and FDA filed it on August 7, 2025. The letter states that FDA did not evaluate an appropriate common or usual name for the ingredient, so the "serendipity berry sweet protein" label name rests on Amai's own legal advice, not on FDA. The notice appears in FDA's inventory of recently published GRAS notices and letters. Amai announced Singapore Food Agency approval of sweelin as a food additive on May 25, 2026 and Israeli Ministry of Health approval across more than 25 food and beverage categories on August 31, 2026.

IMPLICATION

A North American manufacturer can formulate with sweelin for U.S. products now, at good-manufacturing-practice levels, outside infant formula, infant foods and USDA-regulated products. Two questions remain before a label goes to print: what to call the ingredient, since FDA did not rule on the name, and what Singapore and Israel actually permit, if either market is in the plan.

RECOMMENDED ACTION

Within 30 days, map target U.S. products against the GRN 1269 letter and remove any infant or USDA-regulated items from the trial list. Have regulatory counsel confirm the ingredient name for the label. If Singapore or Israel matter, ask Amai for the Singapore Food Agency approval and the Ministry of Health decision, with permitted categories and use levels, before any market-specific work begins.

SOURCES & WHAT THEY SIGNAL

- [FDA — Response letter to GRN 1269 \(corrected\)](#) — FDA's no-questions response for Amai's monellin preparation as a general-purpose sweetener at GMP levels; records the intended exclusions, the filing dates, and that FDA did not evaluate the ingredient's common or usual name.
- [FDA GRAS Notice Inventory — recently published notices and letters](#) — Lists GRN 1269, modified-monellin preparation produced by Komagataella phaffii, with the response "FDA has no questions" and links to the corrected letter.
- [PR Newswire — Singapore food additive approval](#) — Amai's announcement of Singapore Food Agency approval of sweelin as a food additive, May 25, 2026.
- [PR Newswire — Israel Ministry of Health approval](#) — Amai's announcement of Israeli approval as a novel food ingredient across more than 25 food and beverage categories, August 31, 2026.
- [Yahoo Finance — Israel approval report](#) — Secondary report of the Israeli Ministry of Health approval and its more-than-25-category scope.

SIGNAL 2 OF 5

A second CEO change in about 14 months puts a nutrition-industry commercial leader in charge, signaling a shift from development to commercial scale-up

MEDIUM Immediate (0–3 months) · Key People Movements · [Review](#)

Amai appointed Doug Brown as CEO effective September 1, 2026, succeeding Dr. Amir Guttman, who had led the company since July 2025 and moves to an executive board role. The appointment is framed as a commercial scale-up hire, but it does not yet show supply, customers or pricing.

REASONING

The appointment is well documented and its intent is explicit: Amai frames it as scaling up commercial traction for sweelin, and Brown's background is commercial — most recently chief commercial officer and head of global account management at Sirio Pharma and Best Formulations, and earlier chief commercial officer at Clasado Biosciences and head of business development for nutritional lipids at DSM Nutritional Products. That profile fits a company that now needs customer relationships and supply contracts more than further science. Two leadership changes in about 14 months cut both ways, however: Amai itself describes Guttman's tenure as an intense period of refocus. Confidence is held at Medium because the change shows commercial intent, not commercial readiness.

PATTERN

Amai announced on September 8, 2026 that Doug Brown became CEO effective September 1, 2026 and that Dr. Amir Guttman would continue as an executive board member. Guttman had been CEO since July 2025 and joined Amai's board in 2018. Amai was founded by Dr. Ilan Samish. FoodBev Media reported the appointment as a shift towards commercial scale-up following a period of development and strategic refocusing. Later in September, Amai's Director of Sales and Business Development for North America published a trade column describing customer interest in sweelin at IFT FIRST 2026.

IMPLICATION

For a manufacturer evaluating sweelin, the new CEO is the right person to ask for a commercial readiness plan: named supply partner, production timetable and customer pipeline. The appointment shows Amai is trying to cross from development to commercial availability; it is not evidence that supply is ready, and that gap is the manufacturer's main risk.

RECOMMENDED ACTION

Within 30 days, use the leadership transition as an opening to request a formal commercial readiness dossier from Doug Brown's team: named manufacturing partner, production location, available monthly capacity, lead time, minimum order quantity, indicative price and customer references. Ask explicitly which customer trials or commercial relationships have progressed beyond R&D.

SOURCES & WHAT THEY SIGNAL

- [**PR Newswire — Doug Brown appointed CEO**](#) — Confirms the appointment effective September 1, 2026, Brown's prior roles, Guttman's move to executive board member, and the commercial scale-up framing.
- [**Baking Business — Amai Proteins names new CEO**](#) — Reports that Guttman had been CEO since July 2025 and joined Amai in 2018 as a board member.
- [**Green Queen — Amai Proteins FDA clearance report**](#) — Identifies Dr. Ilan Samish as Amai's founder.
- [**FoodBev Media — Amai Proteins appoints Doug Brown as CEO**](#) — Trade press report describing the appointment as a shift towards commercial scale-up after a period of development and strategic refocusing.
- [**WholeFoods Magazine — Sweet Proteins: A New Category Reaching Its Tipping Point**](#) — September 26, 2026 column by Amai's Director of Sales and Business Development, North America, describing customer interest at IFT FIRST 2026; names no customers.

SIGNAL 3 OF 5

Regulatory clearances, clinical publication, and CEO appointment have all arrived within nine months while no supply partner, price, or launched product has appeared — the gap between commercial signaling and procurement readiness is widening

HIGH Short-term (3–12 months) · Capacity & Operations · **Verified**

By October 2026, sweelin has accumulated three regulatory clearances, a peer-reviewed clinical publication, and a commercial CEO, yet none of the reviewed evidence establishes a named manufacturer, production capacity, lead time, published price, or a single launched product — making this a company that has cleared the regulatory lane but has not yet entered the commercial lane.

REASONING

The pattern here is structural: every signal from Amai in 2026 concerns regulatory or scientific credentialing, while the supply and customer dimensions remain unaddressed. The absence is consistent across every dimension reviewed — supply, customers, pricing, regulatory scope, financing and competitors — none of which produced a named manufacturing partner, a stated capacity, a price or a launched product. A mid-size manufacturer operating on a 12-month product timeline cannot treat regulatory clearance as a substitute for procurement-ready supply. Confidence is High because the pattern of credentialing without supply proof is documented consistently across Amai's own announcements and independent trade reporting; the absence of supply evidence is scoped to the public record, not claimed as a fact about Amai's private arrangements.

PATTERN

In February 2026 Amai's then-CEO said the company was scaling up manufacturing with qualified global partners, and Food Ingredients First reported product trials in ready-to-drink beverages and chocolate, without naming partners or customers. Amai announced commercial discussions with U.S. food and beverage customers following its clinical publication in June 2026, but named no customer. The Singapore approval announcement in May 2026 described engagement with strategic partners and investors across Asia-Pacific, but named none. The Israel approval announcement in August 2026 described work with food and beverage manufacturers, but named none. None of these announcements identifies a contract manufacturer, production site, capacity, minimum order quantity, lead time, distributor or price.

IMPLICATION

A 12-month commercial product program cannot be scheduled around sweelin on the current evidence. The manufacturer should keep sweelin in technical and regulatory due diligence but should not approve it as a production-ready ingredient until Amai provides, in writing, a named manufacturing source and commercial terms. The trigger for reopening a go/no-go review is a named production or distribution partner, a named customer launch, or published pricing — none of which have appeared yet.

RECOMMENDED ACTION

Within 30 days, send Amai a formal supplier qualification request listing the specific documents required before a pilot purchase order: legal name and location of the producing facility, commercial batch size and available monthly capacity, quality-system certification, minimum order quantity, lead time, indicative price per kilogram, and cost-in-use at the proposed replacement rate in at least one target category. Set a 60-day response deadline and schedule no plant trial until those documents are in hand.

SOURCES & WHAT THEY SIGNAL

- [Food Ingredients First — FDA no-questions coverage and trial activity](#) — Reports product trials in chocolate and high-protein ready-to-drink beverages and quotes Amai on scaling with qualified global partners; names no customers or manufacturing partners.
- [PR Newswire — Clinical trial results in Food Chemistry](#) — Describes commercial discussions with U.S. customers following publication but names none.
- [PR Newswire — Singapore food additive approval](#) — Describes engagement with strategic partners and investors across Asia-Pacific without naming any.
- [PR Newswire — Israel Ministry of Health approval](#) — Describes work with food and beverage manufacturers without naming any.

SIGNAL 4 OF 5

Competing brazzein offerings from Bestzyme, Sweegen and Ingredion are ahead of sweelin on visible supply and distribution

MEDIUM Immediate (0–3 months) · Capacity & Operations · **Review**

By late September 2026, three competing brazzein offerings had each crossed at least one supply or channel threshold that sweelin has not publicly documented: a named production facility, a company-reported customer launch, or distribution through an established ingredient supplier.

REASONING

The signal is the contrast between sweelin's supply gap and what competitors have put on the record in the same window. Bestzyme, a GenScript Biotech company, provides the strongest evidence: a named facility in Jinan, a described fermentation, purification and freeze-drying process, a stated capacity, and a company-reported U.S. product launch. Sweegen holds its own FDA no-questions letter for Ultratia Brazzein. Ingredion is offering a stevia-and-brazzein system to beverage manufacturers through an established global ingredient business. Confidence is held at Medium because Bestzyme's capacity is stated for when the line is operational rather than as confirmed output, and the U.S. sparkling-water brand it cites is not named.

PATTERN

Bestzyme announced on September 21, 2026 the completion of a dedicated sweet-protein production line at its Jinan facility, covering fermentation, purification and freeze-drying, with annual capacity of more than 100 tons of Mellia brazzein once operational. The same announcement states that Mellia received an FDA no-questions letter in April 2025 and was brought to market with an unnamed U.S. sparkling-water brand. Sweegen announced on June 25, 2026 that its Ultratia Brazzein had received an FDA GRAS no-questions letter. Ingredion announced on July 6, 2026 that it would present PURECIRCLE Clean Taste Sweet Protein Solutions, a combination of stevia and brazzein for beverage manufacturers, at IFT FIRST 2026. No public source reviewed as of October 9, 2026 identifies a named production facility, manufacturing or distribution partner, or customer launch for sweelin.

IMPLICATION

A manufacturer that cannot wait for sweelin supply documentation has alternatives with more visible supply chains now. The Ingredion route reduces qualification burden because it comes through an established supplier. Because other sweet proteins also hold FDA no-questions letters, sweelin's U.S. regulatory position is no longer a differentiator on its own; its case must rest on taste, cost-in-use and application data.

RECOMMENDED ACTION

Within 60 days, run a competitive RFQ covering at minimum Ingredion's PURECIRCLE brazzein-and-stevia solution and Bestzyme's Mellia, alongside sweelin, requesting for each: samples, specifications, current production status, available annual capacity, minimum order quantity, lead time, North American supply terms, and delivered price per kilogram. Compare all three on total sweetener-system cost — sweetness dose plus bulking-agent replacement, not sweetness potency alone — before approving any pilot.

SOURCES & WHAT THEY SIGNAL

- [**Yahoo Finance \(PR Newswire\) — Bestzyme Jinan sweet-protein production line**](#) — Bestzyme's September 21, 2026 announcement: Jinan line, fermentation-purification-freeze-drying process, more than 100 tons annual capacity once operational, FDA no-questions letter in April 2025, and a launch with an unnamed U.S. sparkling-water brand.
- [**Food and Drink Technology — Sweegen Ultratia Brazzein FDA no-questions letter**](#) — Reports Sweegen's announcement, dated June 25, 2026, that Ultratia Brazzein received an FDA GRAS no-questions letter.
- [**Ingredion — IFT FIRST 2026 announcement**](#) — Ingredion's July 6, 2026 release listing PURECIRCLE Clean Taste Sweet Protein Solutions, a stevia-and-brazzein combination for beverage manufacturers.

SIGNAL 5 OF 5

Published human clinical data on blood glucose and insulin provides a substantiated scientific basis for metabolic positioning, but does not substitute for regulatory claim review

MEDIUM Short-term (3–12 months) · Legal & Regulatory · **Review**

Results from a sweelin human clinical trial were published in Food Chemistry in June 2026, providing peer-reviewed evidence that sweelin had no effect on blood glucose or insulin in the tested context — a foundation for reduced-sugar or metabolic positioning that nonetheless requires separate regulatory substantiation before use in labeling.

REASONING

A peer-reviewed publication in a named journal on a specific outcome (blood glucose and insulin) is a higher standard of evidence than company claims alone. The event is specific and dateable, and it is relevant to a manufacturer considering metabolic or GLP-1-adjacent positioning because it provides a substantiated scientific reference. Confidence is held at Medium because the findings here rest on Amai's description of the study; the full paper has not been reviewed, and a manufacturer should not act on a secondary description alone. The publication does not authorize any specific health claim.

PATTERN

Amai reported on June 8, 2026 that its randomized, double-blind, crossover human study of sweelin was published in Food Chemistry, volume 520 (2026), and described the results as showing no effect on blood glucose, insulin or GLP-1 levels in healthy participants. The company described the publication as supporting commercial discussions with U.S. food and beverage customers.

IMPLICATION

A manufacturer can cite this publication in internal technical review and product-development briefs as evidence supporting reduced-sugar positioning. However, any glucose, insulin, metabolic or GLP-1-related claim in labeling or marketing requires separate regulatory substantiation and legal review — the publication supports the science, not the label. No regulator has authorized a GLP-1-related claim for sweelin, so the manufacturer should treat any such claim as unsubstantiated until counsel has reviewed it.

RECOMMENDED ACTION

Obtain and review the full peer-reviewed paper from Food Chemistry before including any blood glucose, insulin, metabolic or GLP-1-related language in a product development brief, label or marketing claim. Route the paper to regulatory counsel for a claim-substantiation assessment before any consumer-facing use.

SOURCES & WHAT THEY SIGNAL

- [PR Newswire — Sweelin clinical trial results in Food Chemistry](#) — Reports the June 8, 2026 publication, the study design, the glucose, insulin and GLP-1 findings, and the journal citation.
- [Food Chemistry 520 \(2026\): 149790 — journal article \(DOI as cited by Amai\)](#) — The peer-reviewed paper itself; the manufacturer should read it in full before relying on its findings.

SET UP A SIGNAL ON YOUR QUESTION

A watch on your question runs every cycle.

These signals came from one cycle of a standing watch. Name a company, a market or a regulation, and the watch keeps running whether or not anyone opens the platform. Every signal arrives rated for confidence and horizon, with the dated events behind it and the sources that carry the weight.

See all the samples and tell us your question at ezassi.com/ezassi-signals-sample-library.

info@ezassi.com · ezassi.com