

Truvia® Business Announces Four European Partnerships to Deliver Stevia-Based Sweetener to Consumers

The Truvia® business announced another important step in the Pan-European rollout of the leading stevia-based sweetener. The business has signed an exclusive distribution partnership in Spain with Azucarera, the leading sugar company in Iberia. This announcement follows exclusive distribution agreements made with the leading sugar brands in Europe - CristalCo (Daddy) in France, Eridania in Italy and the Silver Spoon Company,



part of Associated British Foods, in the UK and Ireland. Earlier today, Cargill, the maker of Truvia® sweetener and an official petitioner for the use of stevia in Europe, was notified by the European Commission of its formal approval of steviol glycosides in Europe.

“These partnerships mark an important stage in the growth of Truvia® sweetener in Europe,” said Zanna McFerson, vice president and business director of the Truvia® enterprise. “Our partners are innovators in bringing sweetness to consumers with trusted brands and strategic business relationships and are ideally suited to deliver an entirely new category to the European consumer – calorie-free sweetness from the leaf of the stevia plant.”

After less than three years on the US market, Truvia® sweetener has fundamentally changed the sweetener category and contributed to the growth of a previously stagnant retail segment. The category has grown 18 percent in three years. Today, Truvia® sweetener, the leading stevia-based sweetener, is the 2nd sugar substitute in the US (13% percent market share - ACNielsen Food/Drug), surpassing both Equal® (aspartame) and Sweet’N Low® (saccharin) brands of artificial sweeteners.

With the European market opening, there is strong consumer demand for a new sweetening option – calorie-free and from nature. The introduction of stevia-based sweeteners represents one of the most significant category and product innovations in recent years. The leading sugar brands in each country – UK, France, Italy and Spain – have partnered with the Truvia® brand to be ready to meet that consumer demand.

In Europe, Truvia® products will be introduced in cartons of 40 and 60 single-serve 1.5g sachets and 270g spoonable jars. In addition to Truvia® consumer products, the ingredient, Truvia® stevia leaf extract, is used by food and beverage companies in consumer packaged goods. In France, Truvia® sweetener is an ingredient in the Fanta Still® beverage and in Eckes-Granini fruit juices under the Réa and Joker brand names. In the U.S., Cargill has worked with companies in the food industry to formulate Truvia® sweetener for use in a number of food and beverage products, including Glaceau vitaminwater Zero™, Kraft Crystal Light Pure, Minute Maid Premium® Pomegranate Tea, YoCrunch® 100 Calorie Packs and nimble™ by Balance Bar.

The Truvia® brand incorporates Cargill standards for food safety, quality assurance and global agronomy expertise. Cargill is the only company in the stevia sweetener market managing from field to the consumer table, and is responsible for opening the category of zero-calorie natural sweetness in 2008.