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July 2011

News Release

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Unveiling the Truvia[®] Voyage of Discovery

Bompas & Parr transform the roof of Selfridges into a magical island and boating lake in celebration of the impending UK arrival of Truvia[®] calorie-free sweetener from a stevia leaf: 21st – 24th July 2011

United Kingdom, July 13, 2011 - An emerald green boating lake, a crystal island with thousands of stevia plants, a fleet of rowing boats and a waterfall – six storeys above London's busiest shopping street – the **Truvia[®]** sweetener brand has arrived in the UK.

Designed to introduce a new brand to the UK market, the **Truvia[®] Voyage of Discovery** is an ambitious and visionary experience, transforming over 400 square metres of the roof of **Selfridges** into a magical island and boating lake.

Developed by **Cargill** and delivered in partnership with **The Silver Spoon Company**, Truvia[®] sweetener is a great-tasting, calorie-free sweetener from a stevia leaf and is anticipated to launch throughout the UK following EU regulatory approval later this year.

In celebration of the years of discovery it has taken to bring Truvia[®] sweetener from a leaf to the consumer's table, the experience serves as a metaphor for the Truvia[®] brand's own remarkable journey.

Conceived by world-famous culinary architects and event curators **Bompas & Parr**, the Truvia[®] Voyage of Discovery invites visitors to enjoy their first experience of the Truvia[®] brand and an introduction to nature's sweet secret, the stevia leaf.

Stevia, a plant with sweet edible leaves native to South America, has been used for centuries by indigenous people to sweeten food and beverages. The sweet components found in the stevia leaf are up to 200 times sweeter than sugar and have no caloric content.

Tony Lucas, Marketing Director of The Silver Spoon Company said: "The introduction of Truvia[®] calorie-free sweetener to the UK market will be one of the most significant category developments this country has seen in years. The Voyage of Discovery is a fitting tribute to mark the occasion and to give people their first look at the Truvia[®] brand. As the number one supplier to the UK retail sugar and sweetener market, we are excited to bring this new innovation to our customers and UK consumers."

Zanna McFerson, Vice President, Cargill Health & Nutrition and Director, Truvia[®] Enterprise comments; "I first tasted the stevia leaf years ago and knew this was going to be important for the future of sweetness. Great tasting, calorie-free and from a leaf." McFerson continues; "Truvia[®] sweetener provides consumers with a new way to reduce calories and sugars while

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still enjoying sweet taste in their food and drinks. We're delighted to partner with The Silver Spoon Company, and can think of no better way of introducing the Truvia® brand than with Bompas & Parr on the roof of one of the world's most iconic department stores."

The **Truvia® Voyage of Discovery** brings together four leaders in innovation, with a passion to create transformative experiences. Not only is it the biggest project ever undertaken by Bompas & Parr, it is only the second time in post war history Selfridges has opened their roof to the general public.

- Visitors will begin their 'Voyage of Discovery' in a dedicated express lift, bringing them to the Selfridges roof. As the doors open, senses are triggered by a fantasy world built high above London's busiest shopping street.
- Shipwrecked boats, a field of thousands of stevia plants, the waterfall splashing into the emerald green lake and 'Crystal Island' shimmering in the sunlight. The scene is set to transport voyagers deep into the heart of South America to bring their Truvia® Voyage of Discovery to life. Even with all this, Bompas & Parr promise more surprises along the way.
- After boarding a boat, passengers set out to row across the brilliant Truvia® brand green lake, passing by the Iguazu Falls inspired waterfall, the regional birthplace of stevia where Paraguay/Brazil/Argentina meet.
- Having crossed to dry land, visitors will be treated to a magical flavour experience in the Crystal Café – a spectacular structure representing the distinctive crystalline, sugar-like form of Truvia® sweetener. Sweet and savoury treats created by Bompas & Parr will be accompanied by cocktails – inspired by the Truvia® brand exclusively created by the **Experimental Cocktail Club**.
- Visitors will receive a Truvia® stevia plant to remember their 'Voyage of Discovery' experience.

"It's very rare that you're in the thick of a project as exciting as the Truvia® Voyage of Discovery" comments Sam Bompas, co-founder of Bompas & Parr. "This could be the start of a nationwide food revolution and the perfect opportunity to turn over a new calorie-free leaf. Truvia® sweetener tastes great, it looks and feels like sugar, yet it's calorie-free. What more could you ask for? Bringing the Truvia® Voyage of Discovery to life has been a hugely exciting undertaking – we've worked with rollercoaster designers, animal performance experts, chemists, engineers, mixologists and mineralogists! Without doubt, this is the biggest project we've undertaken and is sure to be *the* event of the summer."

Free tickets, entitling the holder to complimentary snacks and drinks, need to be booked in advance and are available from:

www.selfridges.com/voyageofdiscovery
www.jellymongers.co.uk
<http://www.facebook.com/truvia.uk>
www.ticketweb.co.uk/truviavoyage/public

Notes to Editor:

About Truvia® sweetener

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- Truvia[®] sweetener is a great tasting, calorie-free sweetener, made with the best-tasting part of the stevia leaf
- Developed by Cargill and delivered in partnership with The Silver Spoon Company, Truvia[®] sweetener is anticipated to launch throughout the UK following EU regulatory approval later this year
- Truvia[®] brand is currently the #1 stevia-based sweetener in the US and the #2 non-sugar sweetener – a market currently valued at \$685 m (£434 m)
- After less than three years on the US market, Truvia[®] brand has opened a new category of sweetener, helping to grow a previously stagnant retail category by 18 percent
- For more information, visit www.truvia.com

About Associated British Foods and The Silver Spoon Company

- Associated British Foods (ABF) is a diversified international food, ingredients and retail group with sales of £10.2 billion and 97,000 employees in 44 countries.
- ABF aims to achieve strong, sustainable leadership positions in markets that offer potential for profitable growth, and deliver quality products and services that are central to people's lives
- Silver Spoon, one of a number of well known brands that form ABF's UK Grocery Division, is the leading supplier of sugar and sweetener to the UK's retail and foodservice markets.
- For more information about Associated British Foods, visit www.abf.co.uk
For more information about Silver Spoon, visit www.silverspoon.co.uk

About Cargill

- Cargill is an international producer and marketer of food, agricultural, financial and industrial products and services
- Founded in 1865, the privately held company employs 131,000 people in 66 countries
- Cargill helps customers succeed through collaboration and innovation
- Cargill is committed to applying its global knowledge and experience to help meet economic, environmental and social challenges wherever it does business
- For more information, visit www.cargill.com

About Bompas & Parr

- Operating in the space between 'food and architecture' two former school friends, Sam Bompas and Harry Parr, are world famous jelly-mongers, food experimentalists and culinary event curators.
- Responsible for Calpol cupcakes, a 6ft gingerbread Gherkin, a walk-in G&T cocktail, remarkable jellies and a sense of the ridiculous, Bompas and Parr have caught the eye of everyone from Heston Blumenthal to Richard Rogers and commissions from the likes of Disney and the San Francisco Museum of Modern Art.
- The pair recently published their first book 'Jelly' complete with a brief history of gelled foods, recipes and photos of their most iconic gelatin towers including a replica of St. Paul's Cathedral, helping to elevate jelly from children's party staple to exotic foodstuff.

About Selfridges

- The business was founded by American entrepreneur Harry Gordon Selfridge in 1909 as an example of the first modern department store. Gordon Selfridge ran the store himself until he retired in 1940. After several ownerships the company was de-merged from the Sears Group in 1998 and floated on the London Stock Exchange. In 2003 W. Galen Weston purchased Selfridges and under his ownership Selfridges has become a UK destination for fashion and luxury. In June 2010 Selfridges was named Best Department Store in the World by the IGDS (Intercontinental Group of Department Stores) and the IADS (International Association of Department Stores). Selfridges has 6,400 employees with four stores in London, Birmingham and Manchester (Trafford Centre, Exchange Square).

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- For more information visit www.selfridges.com

About ECC – Experimental Cocktail Club

- Founded on a simple concept of unpretentious service, exquisite decor, the freshest ingredients and finest spirits, ECC has quickly established itself as one of London's hippest cocktail bars since opening in 2010.