



Truvia® the first calorie-free sweetener from the stevia leaf is now on sale in the UK

London, December 8th - Truvia® calorie-free sweetener has arrived in the UK. Starting yesterday the leading global, great-tasting, stevia-based sweetener has gone on sale at Selfridges Food Hall and will quickly be followed at all major retailers nationwide.

Selfridges introduced Truvia® sweetener to the UK in July at the 'Truvia® Voyage of Discovery' in which 400 meters of Selfridges rooftop was transformed into a magical island and boating lake. The installation served as a metaphor for the journey of Truvia® from the leaf of the stevia plant to consumers in the UK. The event attracted over 2000 visitors in four days and can be viewed online as an interactive experience.

Recently, more than 10,000 visitors and food lovers were introduced to Truvia® calorie-free sweetener at the BBC Good Food Show. UK consumers had a chance to have their first taste of calorie-free sweetness from the stevia leaf and had an overwhelmingly positive response to the taste and opportunity to enjoy sweetness without the calories.

With the same texture and crunch of sugar, Truvia® sweetener has a crisp, clean taste and is perfect for sprinkling on fruits, yoghurt and cereals, for use in tea and coffee as well as cooking and baking. Additionally, Truvia® sweetener is ideal for people with diabetes that now for the first time have a choice that's zero calories from a plant source.

As an introductory gift with purchase, 50,000 boxes of Truvia® calorie-free sweetener include an attractive hand-sewn and embroidered silk pouch that holds up to ten sachets of Truvia® for consumers that like the convenience of use away from home. The pouch is produced by Global Girlfriend - an organisation with a mission to help disadvantaged women worldwide gain economic security. Truvia® calorie free sweetener will be available to UK consumers in boxes of 60 - 1.5g sachets, 120 - 1.5g sachets and a 270g spoonable jar (sweetness equal to 180 teaspoons of sugar).

Quotes:

"The introduction of Truvia® offers a major step forward for consumers and opens up an entirely new category of sweetness - calorie-free and from a leaf" comments Tony Lucas, Silver Spoon Marketing Director. As the leading brand in the UK retail sugar and sweetener market, we're thrilled to add Truvia® to our portfolio of products continuing to bring innovation to our customers and the UK consumer."

Mark Brooks, Truvia® Global Product Line Director comments, *"We are excited about bringing the Truvia® product to the UK with our partner The Silver Spoon Company. When I first tasted stevia, I was amazed at the sweetness of the leaf. The combination of a plant source and zero-calories provides consumers with a powerful new way to manage sugars and calories. Truvia® sweetener looks and tastes great with the crunch and appearance of sugar."*

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MEDIA CONTACTS:

ELIZABETH FAY

PHONE: +44 (0)1932 861 165
MOBILE: +44 (0)7833 402 950
EMAIL: elizabeth_fay@cargill.com

RORY SCOTT

PHONE: +44 (0)2031 764 707
MOBILE: +44 (0)7525 352 957
EMAIL: rory.scott@kaizo.net

Notes to Editor:

About Truvia® calorie-free sweetener

- Truvia® sweetener is a great tasting, calorie-free sweetener, made with the best-tasting part of the stevia leaf
- 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.co.uk

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 Stevia

- Stevia is a plant native to South America
- Stevia has been used for centuries by indigenous people to sweeten food and beverages
- The sweet components found in the stevia leaf are up to 300 times sweeter than sugar and have no caloric content
- Following a rigorous safety review - conducted by the European Food Safety Authority (EFSA) - the use of steviol glycosides (purified stevia extracts) were permitted across Europe and deemed safe for all populations

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