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Truvia[®] calorie-free sweetener launches new advertising campaign

United Kingdom, January 5, 2012. Truvia[®] calorie-free sweetener, the leading global, great-tasting, stevia-based sweetener is set to launch its first UK advertising campaign including TV, radio and digital this afternoon. The advertising campaign will go live at 3:45pm on Channel 5, followed by a prime time slot on ITV1 at 8.45pm, airing across the country.

Created by Ogilvy and Mather, the fully integrated £5 million advertising campaign marks the largest category spend in at least the past five years. In the advert Ebony Buckle, a classically trained singer takes centre stage as she sings 'Truvia[®] Scrumptious' to the tune of Chitty Chitty Bang Bang's iconic 'Truly Scrumptious'. Australian-born Ebony Buckle is a rising star in the music industry, having studied music, drama, ballet and jazz dancing since the age of seven.

The advert was directed by Trevor Melvin, one of London's best-established commercial directors. Trevor's commercials reflect a consummate filmmaker with an authentic style and the ability to capture natural performances. Filmed in St. Georges Park, South Africa, the advert is set in a greenhouse originally brought from Scotland in 1882. Filled with hundreds of locally grown Stevia plants, the scene brought beauty and nature together in perfect synergy.

The advertising campaign closely follows the arrival of Truvia[®] sweetener on the UK market last month. The launch of Truvia[®] calorie-free sweetener to the UK market signalled the introduction of an entirely new category of sweetness – calorie-free and from a leaf - and heralds a new era of choice for consumers who want an alternative to artificial sweeteners and sugar.

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 who now, for the first time, have a choice that's zero calories from a natural source.

Mark Brooks, Truvia[®] Global Product Line Director comments: "The launch of this advertising campaign marks an exciting moment, introducing the Truvia[®] brand to the UK. Truvia[®] sweetener looks and tastes great with the crunch and appearance of sugar. The combination of a natural source and zero-calories provides consumers with a powerful new way to manage sugars and calories."

In an exclusive strategic agreement for distribution and marketing, Truvia® sweetener is brought to the UK by the country's leading sugar brand; The Silver Spoon Company is supplying all major UK supermarkets, restaurants, hotels and other food distribution outlets. 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).

Tony Lucas, Silver Spoon Marketing Director, comments; "As the leading brand in the UK retail sugar and sweetener market, we're thrilled to add Truvia® sweetener to our portfolio of products continuing to bring innovation and choice to our customers and the UK consumer."

- Ends -

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
- Developed by Cargill and delivered to the UK consumer by The Silver Spoon Company, Truvia® sweetener launched in the UK in December 2011.
- 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