



The scoop on Truvia™ natural sweetener

What is Truvia™ natural sweetener?

Truvia™ (pronounced Tru-VEE-a) is the brand name for the first great-tasting, natural, zero-calorie sweetener made from rebiana, the best-tasting part of the stevia leaf. Cargill has worked for years to develop Truvia™ natural sweetener in response to consumer demand for a natural, zero-calorie way to sweeten foods and beverages. Unlike stevia used in dietary supplements, which typically refers to a mixture of many components from the stevia leaf, rebiana is a fully characterized product that is consistent in quality.

What is stevia?

Stevia is a plant (specifically, a member of the chrysanthemum family) native to portions of northeastern Paraguay. It has been used to sweeten foods and beverages for more than 200 years.

What makes Truvia™ natural sweetener better than other stevia-based sweeteners?

Prior to the introduction of Truvia™ natural sweetener, no one knew how to isolate the best-tasting part of the stevia leaf, then turn it into a consistently great-tasting, high-quality sweetener.

What's the benefit of natural vs. artificial sweeteners?

This is mostly a matter of personal choice and personal taste. Many consumers prefer the taste and origin of a natural sweetener, such as stevia or now rebiana, to the artificial sweeteners on the market today. Rebiana is a great-tasting, natural, zero-calorie sweetener that has the potential to lower the caloric count of many popular foods and beverages.

Is Truvia™ natural sweetener organic?

No. While rebiana comes from a plant, it is not certified or grown organically at this time.

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What are the ingredients in Truvia™ natural sweetener?

Truvia™ natural sweetener is made from rebiana, the best tasting part of the stevia leaf, erythritol and natural flavors. See our ingredients page for more detailed information.

Can Truvia™ natural sweetener be used in cooking and baking?

In a word, yes. See our recipe section for our chef-created and chef-tested recipes, as well as a Truvia™ conversion chart. Currently there is no bulk-baking product available, but watch for it at your local store!

What is erythritol?

Erythritol is an all-natural, non-caloric sweetener, used as an ingredient that provides bulk for the tabletop form of Truvia™ rebiana. Bulking agents are additives that increase the bulk and contribute to the texture of a food. Erythritol has been part of the human diet for thousands of years as it is present in fruits such as pears, melons and grapes, as well as foods such as mushrooms and fermentation-derived foods such as wine, soy sauce and cheese. It is added to foods and beverages to provide sweetness, as well as to enhance taste and texture.

Is this product safe for diabetics to use?

Yes, Truvia™ natural sweetener is safe for people with diabetes. It has no effect on the glycemic index.

Has the FDA approved stevia?

No, the FDA has not approved all of stevia. The FDA issued a no-objection letter affirming and supporting the safety of rebiana, a well-characterized, 97% high-purity ingredient derived from the best-tasting part of the stevia leaf.

The recent action by FDA only applies to products meeting the specifications of rebiana.

What are the natural flavors in Truvia™?

Natural flavors are used to bring out the best of Truvia™'s natural sweetener, like pepper or salt or any other spice that would be used to heighten the taste of food.



Find out more at www.truvia.com