

# STEVIA

The natural origin, zero-calorie sweetener

Stevia is a plant extract that has been used as a natural sugar substitute and flavoring ingredient around the globe for centuries. The naturally sourced, zero-calorie sweetener can be used by the whole family to help manage calories and added sugars without sacrificing taste.



## 1. FARMING

The stevia plant is native to South America, where it was first consumed centuries ago. Today stevia is grown on four continents. Stevia is a non-GMO crop. Its farming, extraction and purification require less water, land and energy to produce the same amount of sweetness found in other natural sweeteners.



## 2. HARVESTING

Stevia is a sustainable crop. Stevia farming requires little land and provides an opportunity to diversify crops, an important component of environmental sustainability and healthy ecosystems.



## 3. EXTRACTION

The sweet tasting components of stevia are called steviol glycosides. The sweet molecules of the stevia plant are extracted by steeping its dried leaves in water, like a tea.



## 4. PURIFICATION

The liquid is filtered and separated from plant material. The extract is then purified with water or food grade alcohol, followed by drying, to obtain high purity stevia leaf extract. This process gives high purity stevia leaf extract a more sugar like taste than crude stevia extracts and is required to meet regulatory standards for food and beverage use.



## 5. FINISHED INGREDIENT

Following extraction and purification, the sweet steviol glycosides are the same steviol glycoside molecules found in the stevia leaf. High purity stevia can be up to 400 times sweeter than sugar.



## 6. PRODUCT

Stevia is the only global, commercially available, naturally sourced, zero-calorie sweetener that can help manage calories as part of a more healthful dietary approach.



## 7. STEVIA & THE DIET

Stevia is now available as an ingredient in thousands of foods and beverages around the world.