

# Introducing Stevia...






The Stevia plant is native to South America and is grown for its exceptionally sweet leaves. Within the leaves are a number of compounds with varying degrees of sweetness. The most potent of these is **rebaudioside-A** which can be between 250-400 times the sweetness of sugar.

Whilst other compounds in the plant can leave a bitter or licorice flavoured after-taste **rebaudioside-A** rates highly in both sweetness and taste quality.



## Potential Applications

The potential applications for Stevia are varied and wide-ranging. Due to its low inclusion levels it **adds no calorific value** to products. It is also a natural sweetener because no chemical modification is used in the extraction process from the stevia leaves. Its clean taste and balanced sweetness can improve the taste profile of many different types of food products such as:

-  Fruit juices, carbonated soft drinks, sports drinks, powdered mix drinks
-  Chewing gum, chocolate, mints, gums and jellies
-  Yoghurt, dairy desserts, flavoured milk drinks, ice creams and sorbets
-  Cakes and pastries
-  Breakfast cereals, tabletop sweeteners, nutritional supplements, nutritional products

### BEVERAGES



### BAKED GOODS



### LOW CALORIE



### CONFECTIONERY



### DAIRY PRODUCTS



## IMPORTANT NOTE ON AVAILABILITY

EU approval for products derived from the Stevia leaf is expected in June 2011. The Healy Group is working hard with our specially chosen manufacturer to ensure that once this date arrives you will be able to purchase Stevia sweetener products immediately. We can offer samples of Stevia now for trialling and testing so that your products can be ready for the Europe-wide launch of Stevia next year. Please get in touch with our sales teams in the UK and Ireland to request your sample now.

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