**Beat: Local**

# CARGILL UNVEILS NEW SWEETENER PRODUCT WITH ZERO CALORIES & GREAT TASTING

**AT SUPPLYSIDE WEST OCTOBER 7-8, 2015**

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**USPA NEWS -** Cargill which provides food, agriculture, financial and industrial products and services to the world, is ready to unveil its next-generation sweetener, EverSweet, at SupplySide on October 7-8. This zero calorie sweetener will debut there, where attendees can be the first...

Cargill which provides food, agriculture, financial and industrial products and services to the world, is ready to unveil its next-generation sweetener, EverSweet, at SupplySide on October 7-8. This zero calorie sweetener will debut there, where attendees can be the first to sample it in a variety of beverages.

EverSweet sweetener is made with the same sweeteness found in the stevia leaf, Reb M and Reb D. Because the stevia products only trace amounts of these molecules, using Reb M and Reb D to produce a sweetener hasn't been commercially or environmentally viable until now with fermentation. EverSweet next-generation sweetener is expected to be commercially available in 2016.

Stevia is a sweetener and sugar substitute extracted from the leaves of the plant species Stevia rebaudiana, which has been used for more than 1,500 years by the Guarani peoples of South America. The leaves have been used traditionally for hundreds of years in Brazil, Argentina and Paraguay to sweeten local teas and medicines.

In the 1960s, the Japanese government higly regulated chemical additives in their food supply. Japan became one of the first to use stevia on a large scale commercially.

Japan currently consumes more stevia than any other country. In the mid 1980s, stevia became popular in U.S. natural foods and health food industries, as a non-caloric natural sweetener for teas and weight-loss blends. By 1988, stevia had been added to ice cream, bread, candies, pickles, seafood, vegetable and soft drinks. Stevia is used as an alternative of aspartame and saccharin. The legal status of stevia extracts as food additives and supplements varies from country to country.

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