

# STEVIA: FROM FARM TO FRIDGE

## WHAT IS STEVIA?

A sweetener from natural sources which we have been using to reduce the sugar and calories in some of our drinks, such as Sprite and Coca-Cola Life.

## THE LOWDOWN ON STEVIA



### A natural sweetener

The indigenous people of Paraguay have used powdered stevia leaves for centuries to sweeten their drinks.



### A sweet, delicious taste

The sweet-tasting parts of stevia are found in leaves, and are extracted from there.



### A zero-calorie sweetener

Sweeteners made from stevia are up to 200 times sweeter than table sugar and calorie-free.



## WHERE IS STEVIA GROWN?

Stevia is a plant in the chrysanthemum family native to Paraguay, and its leaf is a unique source of natural sweetness. It is now grown across the world, including a number of countries in South America and Africa, as well as China and the US.

## HOW ARE STEVIA SWEETENERS MADE?



### 1. FARMING

Most stevia is grown from cuttings, which are grown in greenhouses. After a few weeks, when robust enough, these are replanted in open fields.

### 2. HARVESTING AND DRYING

Once stevia leaves reach their sweetest point, they are harvested and dried.

### 3. EXTRACTING THE SWEETNER

In a process similar to brewing tea, the dried stevia leaves are soaked in water to obtain a sweet extract, which is then filtered and purified.

### 4. FINAL PRODUCT

Stevia extract can be used alone in no calorie drinks or with sugar and fruit juice to deliver great-tasting reduced calorie drinks.



## A LITTLE BIT OF HISTORY

### CENTURIES AGO

The plant *stevia rebaudiana* was first discovered by indigenous people of Paraguay who used the plant's leaves to sweeten drinks.

### BY THE 1800s

People began using stevia throughout South America, including Argentina and Brazil.

### 1931

Two French chemists worked out how to get the sweet taste from the stevia plant.

### 1977

Japan began using stevia as a sweetener in foods and drinks.

### 2011

Stevia extract was approved for use in Europe as a sweetener in foods and drinks.