

Stevia based sweeteners

On December 17, 2008 the U.S. FDA sent a “No Objection Letter” to Merisant’s Whole Earth Sweetener company and to Cargill, Inc., responding to their long awaited request to market a highly purified form of stevia known as Reb A (rebaudioside A). This letter means that FDA has no objection to the conclusion that both companies reached independently using the GRAS self-affirmation process: that Reb A is recognized as as safe among qualified experts for use in beverages, foods and tabletop sweeteners.

Truvia

Truvia was developed by a partnership of Cargill and Coca-Cola. It is made with rebianna, which is the common name for high purity Rebaudioside A from the stevia plant. According to the package it is made by steeping dried stevia leaves in water, similar to steeping tea. This unlocks the best tasting part of the plant, which is then purified. Truvia also contains erythritol. Erythritol is listed first on the list of ingredients. Erythritol is a sugar alcohol also known as polyol. Erythritol is also manufactured by Cargill. It occurs naturally in fruit and fermented foods. For more information on Truvia, including recipes and a sweetness conversion chart, go to www.truvia.com

PureVia

PreVia is a sweetener developed by a partnership of Merisant’s Whole Earth Sweetener Company and Pepsico. Merisant is the maker of Equal. PureVia is made with Reb A. It also contains erythritol, isomalulose (a bulking agent, found in small amounts in honey and sugar cane juice), cellulose powder and natural flavors. For more information on PureVia go to www.purevia.com

SweetLeaf brand stevia sweetener

SweetLeaf is distributed by Wisdom Natural Brands. It’s ingredients are inulin soluble fiber and stevia leaf extract. For information on SweetLeaf go to www.sweetleaf.com The website has several recipes.

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