



FOR IMMEDIATE RELEASE

SweetLeaf® Sweeteners Expand Every Cook's Repertoire

Sweet Drops™, powder & SugarLeaf versatile for fall, holiday culinary creations

Gilbert, Arizona – **SweetLeaf Stevia® Sweetener** brings a cornucopia all-natural, zero- or low-calorie products to your cupboards for the biggest baking season of all.

From turning a steaming bowl of tummy-warming oatmeal up an extra notch with flavorful **SweetLeaf® Liquid Stevia Sweet Drops™**, to making a tasty holiday cake less naughty with packets of **SweetLeaf Stevia Sweetener** to grilling a savory autumn tailgate entrée of BBQ chicken using **SugarLeaf™** low-calorie sweetener, SweetLeaf natural stevia sweetener products have earned a permanent spot in busy kitchens across the nation.



SweetLeaf is the only stevia to win international taste awards! Sweet Drops quickly became an industry darling, with Sweet Drops Chocolate Liquid Stevia winning a Best Taste Award at the 2012 World Stevia Organization awards as well as being singled out by Supermarket Guru Phil Lempert on the Today show. SweetLeaf itself was name Favorite & Best Sweetener by Clean Eating Magazine's 2012 Foodie Awards and won a Best Taste honor at the WSO 2012 awards. SugarLeaf was declared an Editors' Pick by Progressive Grocer this year, indicating its potential as a newly introduced product.

Sweet Drops, made with stevia leaf extract and natural flavors, can be added to foods or beverages – from yogurt to oatmeal, water to coffee, sauces to smoothies. The drops are available in 17 flavors – Apricot Nectar, Berry, Chocolate Raspberry, Chocolate, Cinnamon, Coconut, Cola, English Toffee, Grape, Hazelnut, Lemon Drop, Peppermint, Root Beer, SteviaClear®, Valencia Orange, Vanilla Crème and Watermelon and come in a convenient dropper bottle. A little Sweet Drops flavor goes a long way, making every bottle an impressive, and tasty, value.





SweetLeaf is America's first natural, no-calorie, no-carbohydrate sweetener! Just one packet is as sweet as two teaspoons of sugar. Great-tasting SweetLeaf Stevia® Sweetener is ideal for diabetics, weight watchers and everyone else too, this Kosher-certified sweetener uses only the highest quality stevia. And unlike chemical sweeteners, it is great for cooking and baking, such as this **Christmas Apple Walnut Cake** (recipe [here](#)). Stir it in your coffee or tea, sweeten up your bowl of cereal, use it in your cooking and baking, and ban the calories and chemicals found

in sugar and artificial sweeteners. No saccharin, aspartame, refined sugar, maltodextrin, fructose or artificial sweeteners of any kind!

SugarLeaf is an all-natural low-calorie sweetener great for baking and cooking, aimed at meeting the demands of increasingly health-conscious consumers who want to reduce sugar in their food and beverages. Made by bonding SweetLeaf Stevia and raw cane sugar, SugarLeaf offers the delightfully sweet taste and browning and bulking qualities of sugar. With two-thirds fewer calories and carbohydrates than sugar it is three times as sweet, meaning you use less of it in your recipes than you would if you used sugar.



For more information about SweetLeaf Natural Stevia Sweetener, the all-natural, zero-calorie alternative to sugar from Wisdom Natural Brands, visit www.sweetleaf.com.

About Wisdom Natural Brands®

Gilbert, Arizona-based Wisdom Natural Brands® is the parent company of two highly respected consumer brands: SweetLeaf Stevia® Sweetener and Wisdom of the Ancients® herbal teas. SweetLeaf® is the only all-natural stevia sweetener with zero calories, zero carbohydrates and zero glycemic index. The sweetener was recognized as the 2010-2011 Global Stevia Products Award Winner for taste, technology and sustainability by the International Society of Antioxidants in Nutrition and Health. SweetLeaf is sold in boxes containing 35 or 70 packets, as well as in SweetLeaf Stevia Plus® Shaker Bottles for easy home use and SweetLeaf SteviaTabs™ Dissolvable Tablets for on-the-go use. SugarLeaf™, also by Wisdom, bonds SweetLeaf with cane sugar for a low-calorie sugar alternative perfect for baking and cooking. SweetLeaf® Liquid Stevia drops add flavor without calories or carbohydrates to water or favorite foods and beverages. For more information about SweetLeaf products, recipes and more, visit www.sweetleaf.com.

Wisdom of the Ancients herbal teas, from energizing Yerba Maté Royale® to calming Rooibos, are available loose leaf or in bags and come in a variety of refreshing flavors. Select varieties are also available with a touch of calorie-free stevia sweetener.

SweetLeaf and Wisdom of the Ancients products can be purchased online at www.buywisdom.com or at grocery and health food stores throughout the U.S. and Canada.

MEDIA CONTACTS:

Alejandra Cardenas

McFadden/Gavender

O: (520) 882-6262

M: (520) 440-0618

alejandra@mcfaddengavender.com

Karen Gavender

McFadden/Gavender

O: (520) 882-6262

M: (520) 603-4200

karen@mcfaddengavender.com

Website:

www.sweetleaf.com

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