



Coffee, tea and other refreshments are more than just beverages—they energize, comfort and even connect people. Having the right mix of sweeteners can be the deciding factor between ordering a drink and defaulting to water. Maximize the profit opportunity in your beverage program by offering the best selection with the brands customers love.

## The Right Mix

72% of operators indicate their customers are looking for better-for-you beverages, especially all-natural options.<sup>1</sup> The beverage market is changing—are you satisfying your guests with the natural sugar options and sugar substitutes they prefer?



- Older generations lean toward **lower calorie options** while younger generations look for more **natural options**.
- For home use, people purchase sucralose most often, with **stevia** as a very close second.<sup>2</sup>
- **Pink packets** outsell blue packets by 2:1.<sup>2</sup>



## The Right Brands

Carrying a variety of popular sweetener brands signals quality to guests. We offer a satisfying variety of sought-after sweetener options, from zero-calorie to natural, premium sugar.



Stevia is the  
#2 sweetener  
type in retail.<sup>2</sup>

**Stevia In The Raw®** is a zero-calorie sweetener made with extract from the stevia plant, native to South America. It meets the preferences of younger and older generations by delivering sweet, natural flavor with zero calories and no artificial colors, flavors, preservatives or sugar alcohols.

**Stevia In The Raw** is the leading brand away from home.<sup>4</sup>

- 45% share of the stevia market away from home<sup>3</sup>
- Gluten free, kosher and vegan certified



Sugar In The Raw® has  
an 80% share of turbinado  
sugar in away from home  
and outsells the nearest  
competitor by nearly 4 to 1.<sup>2</sup>

Premium Turbinado Sugar is natural sugarcane that is cut and spun into large, crunchy golden crystals with rich, natural flavor. This premium sweetener demonstrates quality to loyal followings and elevates the everyday.

**Sugar In The Raw** turbinado cane sugar is the #1 brand of turbinado sugar in retail and away from home.<sup>2</sup>

- On-trend, desirable sweetener
- Distinctive taste, texture, and large golden crystals
- Gluten free, kosher, and vegan certified
- Non-GMO Project® Verified\*

\*Non-GMO Project® is a registered trademark of The Non-GMO Project





**Sugar In The Raw Organic White®** is pure organic cane sugar. It is never bleached and less processed than ordinary refined white sugar, allowing the crystals to retain their authentic sugar cane taste and natural color.

**Offer a Simple, Elevated Experience with Sugar In The Raw Organic White Cane Sugar**

- USDA Organic
- Natural, unbleached and vegan
- Non-GMO Project® Verified\*
- IBD EcoSocial All Fair Certified
- Meets the growing demand for simple and organic products<sup>3</sup>

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**Sweet'N Low® Zero Calorie Sweetener** — the #1 saccharin-based sweetener brand in retail and away from home!<sup>2</sup>

- On more tabletops than any other zero calorie sweetener brand
- Gluten free, kosher and vegan certified
- 93% brand awareness among consumers\*
- 76% share of the saccharin market away from home<sup>4</sup>

\*Among granulated sugar users<sup>5</sup>



Since its launch in 2009, **NatraTaste Blue®** has become the #2 brand of aspartame-based sweetener<sup>2</sup>, providing an elevated alternative to private-label brands.

**Offer the true-blue choice with NatraTaste Blue Zero Calorie Sweetener.**

- Zero Calorie
- #2 brand of aspartame-based sweetener<sup>2</sup>
- 1 packet is as sweet as two teaspoons of sugar
- Suitable for people with diabetes
- Kosher and vegan certified



Approximately 600 times sweeter than sugar, **NatraTaste Gold®** provides an elevated alternative to private-label brands.

**Don't miss a golden opportunity with NatraTaste Gold Zero Calorie Sweetener.**

- Zero Calorie
- 1 packet is as sweet as two teaspoons of sugar
- Suitable for people with diabetes
- Kosher and vegan certified



## Product Specifications



Item Code	Description	Case Pack	Pack Type
4480075050	Stevia In The Raw® 12pk	50ct/12pk	1g Packet
4480076012	Stevia In The Raw 1000ct	1000ct	1g Packet
4480076014	Stevia In The Raw 2pk	200ct/2pk	1g Packet Dispenser Box
4480050311	Sugar In The Raw® 2 lb	12/ 2lb	2 lb. Box
4480050315	Sugar In The Raw 25lb	1/ 25lb	25lb Bulk
4480050319	Sugar In The Raw 2pk	200ct/2pk	4.5g Packet Dispenser Box
4480050390	Sugar In The Raw 400ct	400ct	4.5g Packet
4480050400	Sugar In The Raw 1200ct	1200ct	4.5g Packet
4480050397	Sugar In The Raw Organic White® 1000ct	1000ct	3.5g Packet
4480050111	Sweet'N Low® 12pk	100ct/12pk	1g Packet
4480050150	Sweet'N Low 4pk	400ct/4pk	1g Packet Dispenser Box
4480052050	Sweet'N Low 2000ct	2000ct	1g Packet
4480057111	Sweet'N Low 3000ct	3000ct	1g Packet
4480042000	NutraTaste Blue® 2000ct	2000ct	1g Packet
4480046001	NutraTaste Gold® 2000ct	2000ct	1g Packet



For more sweet solutions visit [smuckerawayfromhome.com/sweeteners](https://smuckerawayfromhome.com/sweeteners) or call your representative today.

<sup>1</sup> Technomic AFH Multi-Client Study: Beverage Navigator, 2023

<sup>2</sup> IRI MULO L52wks p.e. 09.10.23

<sup>3</sup> Technomic Foodservice Planning Program, Sustainability Survey, June 2015

<sup>4</sup> Circana Supply Track, Nov '22 - Oct '23, Dollar Share, Manufacturer Label, Commercial Foodservice Only

<sup>5</sup> Sweetener ASU Study December 2, 2022

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