

# STEVIA



With so many people concerned about added sugar and calories, stevia offers the perfect solution for a wide range of consumers: adults seeking to manage weight, parents who want to give their children less sugar, people with diabetes as well as anyone who is concerned about controlling calories.

## A NATURE DERIVED SWEETENER

Stevia is a natural sweetener made of compounds that are naturally found in the Stevia rebaudiana plant. It is a safe and natural alternative to sugar and artificial sweeteners. The sweetness of the stevia plant is due to the existence of sweet constituents – the steviol glycosides, that naturally occur in the plant leaves. Publications from WHO and other authorities classify stevia as a natural, non-caloric sweetener from botanical origin.

The first commercially available steviol glycosides were extracted from the leaves of the stevia plant. In recent years, stevia producers have introduced new methods to help sustainably scale up the production of steviol glycosides that are found in stevia plants in small quantities, such as Rebaudioside M (Reb M). Those sweet molecules have a better taste profile: this means that today's products sweetened with stevia taste greater than ever.

*Learn More*



## CLEAN AND SWEET TASTE

Stevia is up to 350 times sweeter than sugar. A small amount is sufficient to achieve the same level of sweetness as sugar. This can be especially beneficial for those looking to reduce their sugar intake. Stevia can be used in combination with other sweeteners to enhance the overall taste and sweetness of a product.

Stevia taste has come a long way from what you might remember. It is now cleaner and better than ever. If you haven't tried it in a while, prepare to be pleasantly surprised!

## HOW TO FIND STEVIA ON A LABEL?

There are a variety of names that stevia might be labelled with, such as: stevia, stevia leaf extract, stevia derived sweetener, stevia extract, steviol glycosides, Reb A, and Reb M.



## SAFETY

Stevia is a safe sweetener whose safety has been reviewed and validated for use in food and beverages both for adults and children by regulatory bodies around the world, including the U.S. Food and Drug Administration and the European Food Safety Authority. Reach out to International Stevia Council for more information and studies.

# INCORPORATE STEVIA INTO YOUR DIET



Stevia sweeteners are available in many forms and in many products, such as beverages, dairy products and yogurts, breakfast cereals, bars and snacks, chocolate confectionery, desserts and cakes, ice creams, ready-to-eat products, ready-to-drink products, sweet and gum confectionery, carbonated soft drink, etc. We encourage you to look for stevia sweetened products in your local grocery store.

If you wish to use stevia at home, for example to bake or sweeten your yogurt, it is important to read the direction for use on the package of the tabletop sweetener. This will help you to replace sweetness from sugar with the proper amount of stevia sweetener for amazing culinary results. Stevia can be used in many types of products and applications.



## STEVIA IN BEVERAGES:

Many beverages already contain stevia to provide a calorie- and sugar-reduced option without losing that sweetness. It's an easy way to reduce sugar and calories without reducing the sweetness. In hot beverages, stevia is ideal in coffee drinks, chocolate-flavored drinks, and teas. In cold beverages, stevia works particularly well in sweet fruit drinks like peach and mango, fruit punch and acidic beverages such as lemonade. Use instead of sugar in your coffee, tea, and iced tea.

## STEVIA IN COOKING:

Stevia is heat stable and can be used in any cooking application. It is an ideal replacement for sugar in foods. Since it is many times sweeter than sugar, a little goes a long way.

## STEVIA IN BAKING:

Stevia is a great way to reduce sugar and maintain sweet taste in baked goods like cakes, cookies, and cupcakes.

New consumer products blend stevia with other zero or low-calorie ingredients that offer baking and browning properties similar to traditional sugar. Stevia is ideal for cookies, cakes, cupcakes, pancakes, muffins, quick breads and other baked goods.

## GET IN TOUCH

Help your patients reduce their sugar intake deliciously with stevia!

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