



Sweet, natural and just the way they like it.

Today's guests have come to enjoy customized beverage options, and many are looking for natural sweeteners. In fact, 60% of operators say that their customers want better-for-you beverages, specifically all-natural options.¹ Encourage these profitable beverage orders with the natural, zero-calorie sweetener from a trusted brand—Stevia In The Raw.[®]

Stevia In The Raw® provides a sweet experience for all.

Made with extract from the stevia plant, native to South America, **Stevia In The Raw Zero Calorie Sweetener** meets a variety of sweetener needs by delivering sweet, natural flavor with zero calories and no artificial colors, flavors, preservatives or sugar alcohols. With all these benefits, it's no surprise that stevia has seen the most growth in retail sweetener aisles.² Now is the time to feature this sought-after sweetener on your tables and drink stations.



**GLUTEN
FREE**

**KOSHER
CERTIFIED**

**VEGAN
CERTIFIED**

- **Stevia** is the #1 zero-calorie sweetener in retail with sales growth that is outpacing all other sweetener types.²
- **Stevia In The Raw** is the #2 stevia brand away from home.³

The Right Format



Single-serve packets put guests at ease, especially as 76% say that food safety will matter more to them after the COVID-19 pandemic.⁴ Continue to deliver the customized beverages your guests seek while minimizing the possibility of cross-contamination!



One packet of **Stevia In The Raw** has the approximate sweetness of two teaspoons of sugar.

SWEET SIPPING BY AGE

Older generations tend to seek lighter options with significantly lower calories.

Younger generations go for natural sweeteners and ingredients, without as much focus on calories.



ITEM CODE	DESCRIPTION	CASE PACK	GROSS WEIGHT (LB)
4480076012	1g Stevia In The Raw Packet	1000ct	3.1
4480076014	1g Stevia In The Raw Packet Dispenser Box	200ct/ 2pk	1.7
4480075050	1g Stevia In The Raw Packet	50ct/ 12pk	2.5



**Foodservice
REWARDS.com**

Earn points toward a variety of merchandise with select **In The Raw®** sweetener purchases. Learn more at foodservicerewards.com

For more sweet solutions visit smuckerawayfromhome.com/sweeteners or call your representative today.

¹Technomic AFH Multi-Client Study: Beverage Navigator, 2019

²IRI MUJO Latest 52 weeks ending 4/19/20

³NPD supply track 12 months ending December 2018

⁴Datassential, COVID-19, Money Matters, 4/16/20



THE J.M. SMUCKER Co

Away From Home