

Why pick Truvia<sup>®</sup>  
stevia leaf extract?

truvia<sup>®</sup>



TRUVIA<sup>®</sup>  
STEVIA LEAF EXTRACT

sweetened with

truvia<sup>®</sup>

Consider Cargill,

the world's leading stevia supplier —  
and build your best-loved brands  
around our sweetener expertise.

**Cargill**<sup>®</sup>

# The trend is clear.

Around the world, more consumers are reaching for naturally sweetened, lower-calorie foods.

This growing segment of consumers represents 39% of grocery shoppers.\* It's a group we call the "Naturally Splendids." They crave great taste, but also seek lower-calorie foods and beverages to help manage the sugar and calories in their diet.

While plenty of today's food products are developed and marketed as lower-calorie, most contain artificial sweeteners that miss this consumer's "sweet spot," natural, zero-calorie sweetness. That leaves a sizeable and growing number of consumers underserved and unsatisfied.

That's why products formulated with the great-tasting, zero-calorie, natural sweetener, stevia leaf extract, are positioned to win in the marketplace. They meet the needs of this growing consumer segment like no other products can.

Are you considering stevia leaf extract as a sweetener for your food or beverage products? As an industry leading stevia leaf extract supplier, Cargill can help you capture consumer mindshare and market share by creating the kinds of products that delight consumers — and inspire their loyalty.

\* Source: Cargill Proprietary Sweetness Segmentation



## Truvia® stevia leaf extract meets consumer demand for natural

The market for natural, reduced calorie sweetness is no longer niche, and Truvia® natural sweetener built the foundation for increasing consumer demand. Today, in the US, products with stevia are found in over 48% of households, and half of those products are made with Truvia® stevia leaf extract.\*\*

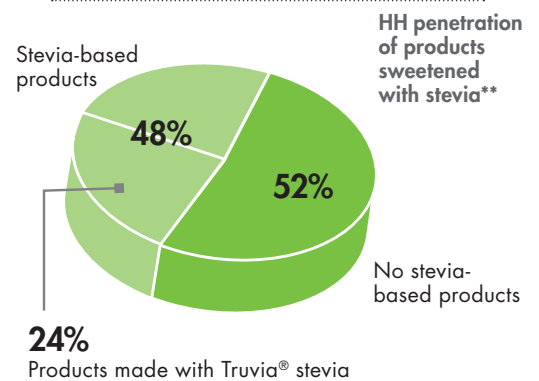
Over half of all shoppers are aware of the Truvia® brand. That's because

nobody knows consumers' attitudes and behaviors around sweetness like Cargill.

We offer a unique perspective on sweetness through our consumer sweetness segmentation.

Together with other valuable, proprietary tools and insights, we can help you develop and market best-loved brands — with confidence.

Stevia-based products gaining broad acceptance.



\*\*Sources: Nielsen Homescan Panel, Total U.S. – All Outlets, 52 weeks ending 8.04.2012

### Did you know?

Cargill offers access to extensive consumer and market research in sweeteners. Capabilities and information that you have access to as our customer include:

- Insights using Cargill proprietary sweetness segmentation

- Primary consumer research (e.g. Mom's acceptance study)
- Analysis and insights from secondary data such as Nielsen, Innova, Euromonitor and many others
- Social media monitoring
- Dedicated Truvia® community panel



## True expertise.

We understand that your brand's reputation depends on delivering consistent, safe, high-quality products. Today, no other ingredient company can match our depth of experience formulating across the entire food and beverage matrix, which means we have the tools and ability to assist you in developing products that will deliver a superior taste experience that your consumers will love.

## Development Partner

At Cargill, we recognize that getting to great taste is only half the battle, which is why we demand that our scientists are also savvy businesspeople that can bring their knowledge of marketplace trends and dynamics to the bench top when they begin to formulate. As a flexible, collaborative development partner, our applications team is here to share the knowledge you need, right when you need it. As leaders in their respective food and beverage categories they will bring you the ideas and innovations that get you to a consumer-preferred, cost-competitive, industry leading food or beverage.

## True commitment from a trusted global supplier.

Consumers expect a lot out of their brands today. Not only do they trust you to deliver safe products that taste great every time, but they are more interested now than ever about how you make your products and what type of partners you choose.

From field to table, Cargill has built the Truvia® stevia leaf extract supply chain in a sustainable and responsible manner. We apply our knowledge and experience to help meet the complex economic, environmental and social challenges wherever we do business. Cargill is the type of partner you can depend on, be proud of, and above all, trust to uphold your brand standards.

## Food Safety

Food safety is our number one priority. Cargill's standard means holding every supply partner to rigorous production and food safety standards. Using strict analytical methods, we carefully monitor quality to ensure we deliver the high-quality, consistent product your brand demands. Working with Cargill guarantees you quality and consistency.

When you choose Truvia® stevia leaf extract, you'll gain the advantages of our:

**147 years**  
of food ingredient experience

**75,000 hours**  
of stevia formulation experience

**1,000+**  
ingredient scientists and  
formulation experts

**Global applications  
teams**  
on four continents

**Application expertise**  
across the food matrix

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## Pick Truvia® stevia leaf extract.

Contact Cargill today at 866-456-8872 or visit us at [cargillfoods.com](http://cargillfoods.com). Experience our customer commitment and build best-loved brands you can market with confidence.

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*collaborate > create > succeed™*



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