

SweetLeaf announced as first Founding Member of Sugarwise Alliance

04 July 2017 | News

Singapore - SweetLeaf belongs to the parent group Wisdom Natural Brands. SweetLeaf, a stevia brand in the natural food marketplace is a zero-calorie, zero-carb, no sugar, non-glycaemic response sweetener made from sustainably sourced plants with 30 times the sweetening power of sugar.



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Sugarwise's Chief Scientist, Vinicius Ferreira explains: "One of the main challenges of reformulation is recreating the sweetness profile of high-sugar foods with low-calorie alternatives. SweetLeaf is hitting this challenge out of the park with its impressively wide range of products that are helping manufacturers and individuals create great-tasting, Sugarwise recipes". Sugarwise is a certification scheme for sugar claims made by the food manufacturing and food service sectors with retail and brand support.

The first Sugarwise accredited recipe book "Sugar Free" will be available on shelf and online mid-July. It will feature some of the SweetLeaf products that will be certified sugar-free by Sugarwise, and carry the coveted Sugarwise marque.

Rend Platings, founder of Sugarwise, comments: "I'm delighted that Sugarwise and SweetLeaf are partnering to advocate like-for-like swaps in the strategy to combat obesity. You don't have to deny your sweet tooth to stay healthy – SweetLeaf means you can enjoy sweet-tasting foods and drinks, absolutely guilt-free".

SweetLeaf and Sugarwise will be exhibiting together at the upcoming Eat Smart Show in London Olympia on the 7th-9th July. Sugarwise's next Founding Members will be announced at upcoming Parliamentary Summits in the UK and EU in September.