

STEVIA: FROM FARM TO FRIDGE

WHAT IS STEVIA?

A sweetener from natural sources which we have been using to reduce the sugar and calories in some of our drinks, such as Sprite and Coca-Cola Life.

THE LOWDOWN ON STEVIA



A natural sweetener
The indigenous people of Paraguay have used powdered stevia leaves for centuries to sweeten their drinks.



A sweet, delicious taste
The sweet-tasting parts of stevia are found in leaves, and are extracted from there.



A zero-calorie sweetener
Sweeteners made from stevia are up to 200 times sweeter than table sugar and calorie-free.



WHERE IS STEVIA GROWN?

Stevia is a plant in the chrysanthemum family native to Paraguay, and its leaf is a unique source of natural sweetness. It is now grown across the world, including a number of countries in South America and Africa, as well as China and the US.

HOW ARE STEVIA SWEETENERS MADE?



1. FARMING

Most stevia is grown from cuttings, which are grown in greenhouses. After a few weeks, when robust enough, these are replanted in open fields.

2. HARVESTING AND DRYING

Once stevia leaves reach their sweetest point, they are harvested and dried.

3. EXTRACTING THE SWEETNER

In a process similar to brewing tea, the dried stevia leaves are soaked in water to obtain a sweet extract, which is then filtered and purified.

4. FINAL PRODUCT

Stevia extract can be used alone in no calorie drinks or with sugar and fruit juice to deliver great-tasting reduced calorie drinks.



A LITTLE BIT OF HISTORY

CENTURIES AGO

The plant *stevia rebaudiana* was first discovered by indigenous people of Paraguay who used the plant's leaves to sweeten drinks.

BY THE 1800s

People began using stevia throughout South America, including Argentina and Brazil.

1931

Two French chemists worked out how to get the sweet taste from the stevia plant.

1977

Japan began using stevia as a sweetener in foods and drinks.

2011

Stevia extract was approved for use in Europe as a sweetener in foods and drinks.

STEVIA AND OUR DRINKS

Sprite fans were the first to be introduced to stevia extract in Great Britain. Combining it with sugar meant we were able to reduce the sugar and calorie content by 30 per cent, while still offering a great, refreshing Sprite taste.

In 2014, we took our thirst for innovation a step further and launched Coca-Cola Life, a lower-calorie cola sweetened using a blend of sugar and stevia plant extract. In April 2016, we're going one step further and changing the recipe so it contains 45% less sugar and calories* by including a greater level of stevia plant extract.

In Great Britain, we use stevia plant extract in all glacéau vitaminwater drinks. We'll continue to explore the different ways we can use stevia to reduce the sugar in our drinks.



*than full sugared colas in GB