

PRESS RELEASE

For Distribution: 19/03/2008

Contact - Robert Smith – Get On Fast PR – 01945 701174 – www.getonfastpr.com

Life can be sweet again, with Zsweet® – the all natural alternative to sugar

A new, all natural sugar substitute, containing no potentially harmful ingredients, has launched this week in both the UK and Ireland. Zsweet (www.zsweet.eu), which contains no calories, is aimed at both health conscious consumers who wish to lose weight and those with diabetes.

Zsweet (www.zsweet.eu) is a refreshing alternative for anyone concerned about currently available artificial sweeteners that contain saccharin, aspartame or sucralose. A great deal of debate surrounds the connection between such artificial sweeteners and cancer, and so regular use should be approached with caution.

There are no such worries with Zsweet, which is a healthy and delicious sugar substitute. Indeed, the Z stands for zero calories, zero glycemic impact, zero aftertaste... and zero worries. Zsweet contains no artificial components – not even in trace amounts.

Having established what *isn't* in Zsweet (www.zsweet.eu), what *is*? Zsweet is a blend of erythritol and natural fruit extracts, which enhance the flavour. Erythritol is a naturally derived sugar substitute made from plant sugars that looks and tastes very much like sugar. It's found in grapes, melons, pears and even in the human body.

Erythritol has not been found to affect blood sugar or insulin levels and has a zero glycemic index, which is why Zsweet is a great alternative sugar substitute for diabetics and pre-diabetics.

Indeed, diabetes is the driving force behind Zsweet. It's a small, US based company in which everyone has been affected by the disease. Founder Tim Avila has himself seen loved ones grow very ill with diabetes. However, the company believed from the start that life could be sweet again for sufferers, who could stop worrying about the harmful effects of sugar and bad tasting sugar substitutes. They could also have peace of mind about hidden calories or rising blood sugar levels.

In short, Zsweet (www.zsweet.eu) set out to make the best tasting, zero calorie, all natural organic sweetener they could.

The result is a natural sweetener that has received rave reviews because it tastes just like sugar and can be used for baking or sweetening hot and cold drinks.

Zsweet even digests differently from other sweeteners. It's absorbed easily, thanks to the erythritol, and needs minimal digestion. This significantly reduces intestinal distress and eliminates laxation when used in recommended amounts.

PRESS RELEASE

For Distribution: 19/03/2008

Contact - Robert Smith – Get On Fast PR – 01945 701174 – www.getonfastpr.com

Says Cormac Walsh, Managing Director, Zsweet Europe (www.zsweet.eu) : “People who have tried Zsweet agree that it tastes just like sugar. It even measures out the same, cup for cup. In the States, everyone from professional chefs to busy mums in playgroups agrees that Zsweet is a great way to add a little sweetness to their lives.”

“We’ve also got the backing of doctors, nutritionists and other health professionals, who all believe that Zsweet is great for anyone looking for a natural, zero calorie alternative to sugar or artificial sweeteners.”

Zsweet® can be purchased online at www.zsweet.eu.

Zsweet® is the first all natural, truly zero calorie, zero glycemc sugar alternative that tastes great! Zsweet® brand sweetener is both healthy and natural. And the best part is, it looks and tastes like real sugar!

Zsweet® Europe is owned and operated by Cormac Walsh and is based in Dublin, Ireland.