



FOR IMMEDIATE RELEASE

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**All-natural, GMO-Free Sweetener:
A Solution to the Chocolate Milk Debate**

PORTLAND, Oregon — In response to the growing discussions surrounding chocolate milk and childhood nutrition, [Steviva Brands, Inc.](#) has developed flavored-milk recipes using Fructevia™, a blend of natural fructose, inulin stevia and magnesium carbonate, as a direct, all-natural replacement for sugar and artificial sweeteners.

Containing no GMOs, gluten or chemicals, Fructevia is diabetic-safe, exceptionally clean and free from the bitter notes and aftertaste that are found in some stevia products. The profile of Fructevia is further enhanced by combining proprietary steviol compounds with non-GMO crystalline fructose and inulin fiber, a pre-biotic which promotes healthy gut flora.

“We have engineered several flavored milk recipes sweetened with Fructevia in our test kitchens and the results have been exciting,” says Thom King, president, Steviva Brands. “There is absolutely no aftertaste and the final product has a mouth-feel and flavor profile identical to milks sweetened with sugar.”

Using a natural sweetener such as stevia in flavored milk strengthens consumer appeal, adds a calorie advantage and gives it the taste and mouth feel that kids seek in flavored beverages. Additionally – and perhaps most importantly, at least to many consumers – using stevia, which is derived from the leaf of a South American herb, quells any misgivings about the use of artificial sweeteners such as Aspartame.

“Because stevia is 200 to 300 times as sweet as sugar, minute quantities provide a powerful sweetening impact economically, making it an ideal choice for school lunch programs,” said King. “The health benefits of this all-natural sweetener will interest schools and milk producers looking for a low-caloric and low-glycemic option to sugar, HFCS or



artificial sweeteners. Fructevia contributes just 1.2 calories per gram. Not only is it safe for children, it can be an important ingredient in defense against developing childhood obesity and diabetes.”

For more information about using Fructevia in flavored milks, please contact Thom King at (310) 455-9876, thom.king@steviva.com or visit <http://www.steviva.com>.

About Steviva Brands:

Steviva Brands, Inc., was founded in 1999 and has become one of the premiere producers of stevia based sweeteners and other bulk ingredient sweeteners, including Steviva Blend™, Fructevia™, SteviaSweet™ and SteviaSweet 95/60™ stevia extract. Steviva Brands sweeteners and bulk ingredients are all natural, GMO free, soy free, corn free and allergen free. More information about Steviva Brands is available at: <http://www.steviva.com>.

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Editor's note: A white paper, "Flavoring Milk without Adding Calories – Naturally," can be found at: http://www.steviva.com/press/white_sheets/StevivaFlavoredMilkPR_Final.pdf.

