



**FOR IMMEDIATE RELEASE**

## **New SweetLeaf Organics Line to Offer QAI Certified Sweetener**

*Internationally award-winning sweetener offers purely organic options*

GILBERT, AZ (March 27, 2015) – Consumers have long trusted SweetLeaf® for delicious taste with zero calories, zero carbs, non-glycemic response, and NO artificial ingredients. Now SweetLeaf is proud to announce the addition of a new organic option to its family of natural stevia sweetener products. SweetLeaf® Organic Stevia Sweetener, certified by Quality Assurance International (QAI), brings a prime sweetener option to the organic shopper.

SweetLeaf, the stevia brand consistently winning international awards for taste and innovation, is committed to meeting consumer demand. According to a 2014 Roper poll, 40% of Americans say organic will be a bigger part of their diet this year, and 63% say they already buy organic foods and beverages.<sup>1</sup> Total sales for organic products rose above the \$35 billion mark in 2013, indicating that organic foods have moved into mainstream shoppers' carts.<sup>2</sup>



SweetLeaf® Organic Stevia Sweetener is now available on shelves in natural and conventional stores nationwide and [ShopSweetLeaf.com](http://ShopSweetLeaf.com). The product is available in powder form in 35 ct. and 70 ct. boxes of packets and 3.2 oz. shaker jar.

“Our customers asked, and we are delivering,” says James A. May, Founder and CEO of Wisdom Natural Brands®, parent company of SweetLeaf. “With our new Organic SweetLeaf Stevia Sweetener, we are thrilled to offer another naturally delicious high-quality option.”

All SweetLeaf Stevia® is plant-derived, sustainably grown, and free from ingredients like aspartame, sucralose and high fructose corn syrup. The company’s proprietary water-based extraction process yields a product free of solvent artifacts, so there is no aftertaste, making it perfect for sweetening hot or cold beverages, cereals, fresh fruit, yogurt and more. Like the original natural stevia product, SweetLeaf Organic Stevia Sweetener has virtually unlimited uses for both sweet and savory dishes, ranging from desserts to sauces and salad dressings. To date, SweetLeaf Stevia Sweetener has won 14 international awards for taste and innovation.

**For more information about SweetLeaf, visit [www.SweetLeaf.com](http://www.SweetLeaf.com). For interviews with company leadership, please reach out to the contacts listed at the bottom of the release.**

1. [http://www.organicconsumers.org/old\\_articles/Organic/marketincrease73001.php](http://www.organicconsumers.org/old_articles/Organic/marketincrease73001.php)
2. <http://www.webpronews.com/organic-food-sales-top-32-billion-in-2013-2014-05>

## **About Wisdom Natural Brands®**

Gilbert, Arizona-based Wisdom Natural Brands® is the parent company of two highly respected and award-winning consumer brands: SweetLeaf Stevia® Sweetener and Wisdom of the Ancients® herbal teas. SweetLeaf® is the natural stevia sweetener with zero calories, zero carbohydrates, non-glycemic response, and NO artificial ingredients. The only stevia brand to be named a Top Wellness Company and to consistently win numerous global awards for taste and innovation, SweetLeaf is sold in boxes containing 35 or 70 packets, as well as in SweetLeaf Stevia® Shaker jars for easy home use and SweetLeaf SteviaTabs™ Dissolvable Tablets for on-the-go use. SweetLeaf Stevia Sweetener is available in both natural and QAI certified organic. Offering consumers additional high-quality choices, SweetLeaf Organics are sold in 35 and 70 ct. packet boxes and shaker jars. SugarLeaf®, also by Wisdom, bonds SweetLeaf Stevia® and cane sugar for a low-calorie sugar alternative that is perfect for baking and cooking. SugarLeaf has 2/3 fewer calories than sugar. SweetLeaf® Liquid Stevia Sweet Drops™ add flavor without calories or carbohydrates to favorite foods and beverages. Sweet Drops™ also have NO artificial ingredients. SweetLeaf® Water Drops™ add delicious natural flavor to still or sparkling water. For more information about SweetLeaf products, recipes, the new SweetLeaf cookbook, **Cooking with SweetLeaf Stevia®**, and more, visit [ShopSweetLeaf.com](http://ShopSweetLeaf.com).

Wisdom of the Ancients herbal teas, from energizing Yerba Maté Royale® to calming Rooibos and Sympacho®, are available in tea bags and come in a variety of refreshing flavors. Select varieties are also available with a touch of calorie-free stevia sweetener.

SweetLeaf and Wisdom of the Ancients products can be purchased online at [ShopSweetLeaf.com](http://ShopSweetLeaf.com) or at grocery and health food stores throughout the U.S. and Canada.

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