

**By Katharina Pueller, Director, Natural Sweetener Business:**

*"2018 was Sweegen's first year taking part in the convention of the World Stevia Organization and we were impressed by the caliber of speakers from all around the world. Stevia is a great natural sweetener with a huge potential to replace sugar and artificial sweeteners in many applications. To see scientists, academics, industry representatives and leaf growers jointly discuss about this important topic was inspiring. We made many interesting business connections and look forward to joining WSO's next convention.*

*The tasteful award was a great opportunity to showcase Sweegen's Non-GMO Project Verified Reb M and Reb D in a beverage application. We received very positive feedback from the other participants and are proud to have won second price in this competition.*

*We congratulate Wisdom Natural Brands to their winning product and look forward to meet again at the next convention."*

For more information about Sweegen: [www.sweegen.com](http://www.sweegen.com)