

## LA DOLCE VITA

The latest craze in the food and beverage sector is **Stevia**, a natural sweetener and common sugar substitute with zero calories. Its origins are from South America and it's between 200 and 300 times sweeter than sugar. In December 2008, the FDA approved Rebaudioside A (Reb A), the extract from the Stevia leaf, creating a surge of activity and new launches.

*Have a sweet tooth?* **PureVia™**, **Stevia Extract In The Raw™**, and **Truvia™** are three key Stevia brands marketed as a sugar substitute. Recipes using Stevia in place of sugar are available - check out <http://www.purevia.com/Recipes/>, <http://truvia.com/recipes/baked-goods/default.aspx>, and <http://steviaextractintheraw.com/Recipes-and-Tips.aspx>.

*Need to quench your thirst?* There are a plethora of beverages from water to soda to juice that are naturally sweetened and have reduced calories or no calories. For enhanced water, choose from **SoBe Lifewater**, **All Sport Naturally Zero Made with Truvia™**, and **Glacéau Vitaminwater10**.

*Effervescent bubbles...*For a carbonated drink, try **Zevia Natural Diet Sodas**, **Nerd Zero Calorie Energy Drink**, or **Blue Sky Free by Hansen's** in Root Beer, Cola, Ginger Ale, Lemon Lime, and Cherry Vanilla Creme.

*Fresh squeezed...***Trop50**, Tropicana's new orange juice, uses PureVia™ with "50% less natural sugar and calories" and **Odwalla® Lemonade Light**, **Limeade Light**, **Mojito Mambo™**, and **Pomegranate Strawberry Juice Drinks** are "50 calories per serving." **Hansen's Natural Lo-Cal Juices** feature **Acai Blueberry**, **Apple Raspberry**, **Pomegranate Blackberry** and **Tropical Mangosteen** flavors.

*Lip smacking and gum chewing...*Stevia is making its way into lip balms and chewing gum. **Eos Organic Lip Balm Smooth Sticks** and **Smooth Spheres** and **SteviaDent Chewing Gum** are examples. Watch as Stevia becomes more mainstream and it emerges into other markets such as baked goods, confections, ice cream, and oral care.

Happy new year ahead...may it be filled with sweetness. Let Trendincite sweeten the deal and create a custom-designed trend excursion to inspire new product ideas. *Mention this newsletter and receive 10% off your next trend excursion, valid until March 2010.*

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Regards,

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