



FOR IMMEDIATE RELEASE

SweetLeaf® Leads the Way in Flavored Drop Trend

Seventeen fabulous flavors allows consumers to customize food and drinks

Gilbert, AZ – More people are moving away from high sugar beverages and opting to exercise control in sweetening and flavoring their own drinks. SweetLeaf Stevia®'s 17 refreshing flavors of its zero-calorie, zero-carbohydrate SweetLeaf® Liquid Stevia Sweet Drops™ are available in stores nationwide and have already proven a big hit with consumers. Earlier this year, three new flavors – Coconut, Watermelon and Cola – were added to the popular liquid stevia product line.



Not only are the drops a hit with consumers, but Sweet Drops are gaining acclaim from food professionals as well! Chocolate Sweet Drops won a Best Taste Award from the World Stevia Organisation at its 2012 Paris ceremonies. Chocolate Sweet Drops also were awarded a 93 out of 100 possible points as a winning product for “intense, versatile taste that goes a long way with just a drop or two” by food trends editor, *Today* show correspondent and “supermarket guru” Phil Lempert.



Made with USDA Certified organic stevia leaf extract and natural flavors, SweetLeaf Liquid Stevia drops can be added to foods or beverages – from **yogurt** to **oatmeal**, **water** to **coffee**, **sauces** to **smoothies** – for sweet, sugar-free flavor. Adding Cola to sparkling water creates a healthier soda, a few drops of Watermelon in yogurt gives a fruit twist to a favorite, while Coconut perks up coffee, tea, milk and truly any food or beverage! Berry Sweet Drops combines with whey protein powder, frozen berries, ice cubes and water for a refreshing, invigorating and healthy smoothie! All 17 flavors of SweetLeaf

Liquid Stevia come in easy-to-use dropper bottles, so consumers can add as much or as little as their taste buds require. With an average of 288 servings* per 2 fl. oz. bottle, SweetLeaf Liquid Stevia also offers great value in addition to a delicious sweet taste.

Along with the three new flavors, SweetLeaf Liquid Stevia is available in Lemon Drop, Valencia Orange, Berry, Chocolate Raspberry, English Toffee, Vanilla Crème, Hazelnut, Peppermint, Root Beer, Grape, Apricot Nectar, Chocolate, Cinnamon, and SteviaClear® for the sweet taste of sugar without the calories. SweetLeaf Liquid Stevia is available online at www.buywisdom.com or at select supermarkets and health foods stores.

To demonstrate how versatile Sweet Drops are, we offer this recipe from the SweetLeaf kitchens, just in time for holiday cooking:

Baked Apple Crêpes

Serves 12.

- ½ cup butter
- 4 finely chopped apples
- 20 drops Apricot Nectar Sweet Drops
- 1 tsp. cinnamon
- 1 tsp. ground nutmeg
- 1 package cream cheese
- 10 drops liquid SweetLeaf SteviaClear
- 10 to 12 pre-made crêpes



In a saucepan, melt the butter. Add the chopped apples, Apricot Nectar Sweet Drops, cinnamon, and nutmeg. Cook down until apples begin to brown, about 10 to 15 minutes.

Meanwhile, combine the SteviaClear drops in a bowl with the cream cheese and whip until fluffy.

Place a spoonful of the apple and cream cheese mixture in each warm crêpe. Roll gently like a jelly roll. Serve and eat!

Nutrition Facts: Serving size: 1; Servings per dish: 12; Amount per serving: Calories 310, Calories from Fat 190, Total Fat 21g (32% DV), Saturated Fat 11g (55% DV), Trans Fat 0g, Cholesterol 145mg (48% DV), Sodium 250 mg (10% DV), Total Carbohydrate 23 g (8% DV), Dietary Fiber 2g (8% DV), Sugars 10g, Protein 7g, Vitamin A (15% DV), Vitamin C (4% DV), Calcium (8% DV), Iron (8% DV). Percent Daily Values (DV) are based on a 2,000 calorie diet.

For more information about SweetLeaf Liquid Stevia or SweetLeaf Stevia Sweetener, the all-natural, zero-calorie alternative to sugar from Wisdom Natural Brands, visit www.sweetleaf.com.

**except Cola flavor*

About Wisdom Natural Brands®

Gilbert, Arizona-based Wisdom Natural Brands® is the parent company of two highly respected consumer brands: SweetLeaf Stevia® Sweetener and Wisdom of the Ancients® herbal teas. SweetLeaf® is the only all-natural stevia sweetener with zero calories, zero carbohydrates and zero glycemic index. The sweetener was recognized as the 2010-2011 Global Stevia Products Award Winner for taste, technology and sustainability by the International Society of Antioxidants in Nutrition and Health. SweetLeaf is sold in boxes containing 35 or 70 packets, as well as in SweetLeaf Stevia Plus® Shaker Bottles for easy home use and SweetLeaf SteviaTabs™ Dissolvable Tablets for on-the-go use. SugarLeaf™, also by Wisdom, bonds SweetLeaf with cane sugar for a low-calorie sugar alternative perfect for baking and cooking. SweetLeaf® Liquid Stevia drops add flavor without calories or carbohydrates to water or favorite foods and beverages. For more information about SweetLeaf products, recipes and more, visit www.sweetleaf.com.

Wisdom of the Ancients herbal teas, from energizing Yerba Maté Royale® to calming Rooibos, are available loose leaf or in 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 www.buywisdom.com or at grocery and health food stores throughout the U.S. and Canada.

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