

— It's Time to —

Rethink Sweet



There's a new, vibrant conversation about sweeteners as more consumers are moving toward the new wave of zero-calorie options:

- Almost 15 million households use stevia based sweeteners*
- Some of the nation's leading coffee chains have quickly adopted stevia based sweeteners
- Stevia based sweeteners help reduce sugar consumption amid public health cautions over consumption levels*



Rethink
Sweet

We've searched the earth and selected the simple goodness of high-quality ingredients to bring incredible tasting, zero and lower calorie, gluten-free sweetness.



Whole Earth Sweetener Company

A blend of the world's best sweeteners, this zero calorie product is made with stevia and monk fruit.



Product	Case Size	Product Code	GTIN	Case Dimensions Inches	Ship Case Cubic Feet	Weight Pounds per Case	Layers per Pallet	Cases per Layer
Whole Earth®	1000 ct.	20020746	1-08-58982-00159-4	L-11.88 W-8.13 H-7.25	0.4	5.9	6	20



Pure Via®

Made from the highest quality stevia extract, Pure Via delivers a clean, sweet taste.

Product	Case Size	Product Code	GTIN	Case Dimensions Inches	Ship Case Cubic Feet	Weight Pounds per Case	Layers per Pallet	Cases per Layer
Pure Via	1000 ct.	91031	1-08-58982-00109-9	L-9.5 W-8.06 H-5	0.22	3.2	9	25
Pure Via	4/1 lb.	91048	1-08-58982-00117-4	L-9.75 W-7.13 H-7.13	0.29	5.2	6	24

For more information on how your operation can RETHINK sweet, visit us online or call your local Merisant/Whole Earth Sweetener Representative today!



www.rethinksweet.com

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FOODSERVICE