All-Natural, Zero-Calorie Sweetener, Monk Fruit In The Raw®, Joins The Fight Against Childhood Obesity

September is National Childhood Obesity Awareness Month

Brooklyn, NY (September 1, 2013) – Today, almost one in every three children is obese or overweight, a figure health professionals consider an epidemic. President Obama proclaimed September is National Childhood Obesity Awareness Month, which recognizes the serious threat obesity poses to the health of America’s children and how we can work together to eradicate it. Monk Fruit In The Raw, the zero-calorie, all natural sweetener made from fruit, has joined the fight, offering new, deliciously healthy, kid-friendly recipes and simple tips for parents to help develop healthier habits in their children.

Childhood obesity puts kids at early risk for health issues such as Type 2 diabetes, heart disease, asthma and high blood pressure. Monk Fruit In The Raw encourages parents and caregivers to take action, by examining and redefining children’s eating and physical activity habits. In observance of National Childhood Obesity Awareness Month, Monk Fruit In The Raw presents four new delicious, low-sugar recipes, developed by award-winning chef and cookbook author, Dana Jacobi, that incorporate the 100% natural, zero-calorie sweetener.

The recipes include Happy Veggie Sloppy Joes, Chicken and Fruit Kebabs with Peachy Dipping Sauce, Frozen Strawberry Yogurt Pops and Peanut Butter Snack Cups, which children will love at home or on the go, and can even help to create!

Monk Fruit In The Raw is proud to offer parents and caregivers a tool to help curtail added sugars and offers these simple tips to live healthier lives:

1. Make Eating Healthy Foods Easy – cut up fruits and vegetables and have them in bowls in the front the refrigerator so they are easy to grab and eat.
2. Have Family Fun Days – choose a physical activity your family enjoys and do it together on a regular basis.
3. Prepare Healthy Meals Together – getting the whole family involved in preparing healthy meals not only teaches them about good nutrition but means they are more likely to eat it too!
4. Minimize television and computer time – Keep tabs on how much screen time you allow you and your family each day. Instead encourage them to get moving.
5. Institute a Veggie or Fruit of the Week – try expanding your family’s produce palate by serving a new or unusual fruit or veggie once per week. Experiment with a new food like pomegranates or a different variety of something more familiar like squash. Another option could be preparing a vegetable in a different (but healthy) way.
6. Don’t eat in front of the TV – distractions often cause us to eat more or eat mindlessly, rather turn off the television and enjoy your food and your family.
7. Keep Junk Food Out of the House – out of sight, out of mind is the best motto when it comes to junk food. Get rid of your old stash and don’t buy more. You can’t eat what you don’t have.
8. Find Comfort Elsewhere – Parents often use food as a way to make children feel better when they are sad, mad or unhappy. Instead think of different ways to chase away the blues. The same holds true for “rewards.”

(continued on next page)
Monk Fruit in The Raw™ Bakers Bag
Peach Cobbler
Makes 6 servings
A delicious peach cobbler you can enjoy anytime! Assembling the light biscuit topping for this cozy dessert takes just five minutes. Dolloping the topping over frozen sliced peaches lets you serve it any time of the year. When fresh peaches are in season, you can use 6 cups of peeled, pitted and sliced fruit; about three pounds.

20-ounces frozen unsweetened sliced peaches, or 3 pounds fresh peaches, peeled, pitted and sliced, about 5 cups
2 tablespoons Monk Fruit In The Raw Bakers Bag
1 tablespoon granulated sugar
1/2 teaspoon ground cinnamon
2 teaspoons lemon juice
1 cup unbleached all-purpose flour
2 tablespoons Monk Fruit In The Raw Bakers Bag
1 tablespoon granulated sugar
2 teaspoons baking powder
1/4 teaspoon salt
4 tablespoons (1/2 stick) unsalted butter, chilled
1/2 cup buttermilk
1 teaspoon Sugar In The Raw®

1. Preheat the oven to 375° F. Butter an 8-inch x 8-inch baking dish, preferably heatproof glass, and set aside.

2. Place the peaches in a large bowl. In a small bowl, combine the Monk Fruit In The Raw Bakers Bag, sugar, cinnamon, and salt. Add the mixture to the peaches, and toss to coat them. Add the lemon juice and toss again. Transfer the fruit to the prepared baking dish.

3. In a medium bowl, whisk the flour, Monk Fruit In The Raw Bakers Bag, sugar, baking powder, and salt together. Cut the butter into 16 pieces and sprinkle the butter over the dry ingredients. Using a pastry cutter, fork, or your fingertips, Work the butter with the flour mixture until it resembles barely moist sand, 3 - 4 minutes. Or, you can pulse the dry ingredients in a food processor to combine them, add the butter, and pulse until the mixture resembles coarse meal, 8 -10 times, and turn the mixture into a mixing bowl. Add the buttermilk and using a fork, mix just until the ingredients form a soft, sticky dough. Do not overmix. Drop the dough by the scant quarter -cup into 9 dollops over the fruit. With your fingers, pat it to mostly cover the peaches, leaving some fruit exposed. Sprinkle the Sugar In The Raw® over the topping.

4. Bake the cobbler in the center of the oven for 40 minutes, or until the topping is deep gold and nicely browned on top. Let the cobbler sit for 30 minutes, or cool to room temperature, before serving.

Per serving: 198 calories, 8g fat, 3g protein, 2g fiber, 14g sugars, 280mg sodium, 31g carbohydrates, 21mg cholesterol

About Monk Fruit In The Raw®
Monk Fruit In The Raw is an all-natural zero calorie sweetener made with monk fruit, a vine-ripened fruit native to Asia. Monk Fruit In The Raw can be used to sweeten favorite beverages and baked goods. Cumberland’s In The Raw® selection of 100% natural premium sweeteners enable consumers to add sweetness and versatility, naturally. Find out more about In The Raw® brand products at www.intheraw.com and visit us on Facebook at www.facebook.com/Intheraw. Follow us on twitter at @InTheRawBrand or pin us at Pinterest.com/InTheRawBrand.

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Note to Editors -- For recipes, nutritional information and high-resolution photos, contact:
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First Zero-Calorie Monk Fruit In The Raw® Bakers Bag Arrives on Shelves for Home Bakers

In The Raw® Expands All-Natural Product Line with Zero-Calorie Cup for Cup Baking Product

Brooklyn, NY (May 14, 2013) – The In The Raw® family of all-natural sweeteners expands with the launch of the Monk Fruit In The Raw™ Bakers Bag, a zero-calorie, all natural sweetener, created for cooking and baking that measures cup for cup, like sugar.

The In The Raw® brand continues to lead innovation and growth in the natural sweetener category with the addition of the Monk Fruit In The Raw Bakers Bag, as it is the only monk fruit product on the market created specifically for baking. The Monk Fruit In The Raw Bakers Bag will begin a national distribution roll-out in May, 2013 with a suggested retail price of $7.99 and is also available for purchase at www.InTheRaw.com. Conveniently packaged in a pantry size bag, at 4.8oz, it can used readily to cut added calories and sugars, naturally.

“The Monk Fruit In The Raw Bakers Bag answers a real demand for a great tasting, all-natural, zero-calorie sugar substitute that can be used for cooking and baking. Home cooks can easily modify their favorite recipes with the Monk Fruit In The Raw Bakers Bag, without doing tricky conversions, to get delicious results with a fraction of the sugar and calories,” said Steven Eisenstadt, CEO of Cumberland Packing Corp., makers of In The Raw® brand products.

“We understand moms look to provide their families with natural ingredients, but taste and reducing added sugar is also key,” said Sara Slivon, Brand Manager for In The Raw. “Moms feel good about Monk Fruit In The Raw because it’s all-natural and made with fruit, with a simple, sweet taste that works beautifully in any recipe that calls for sugar.”

Monk Fruit In The Raw is made with monk fruit, a vine-ripened fruit native to Asia. The packet product launched in October 2012 with an overwhelming positive response from consumers and with a record acceptance rate at retail across the U.S.

An easy to use, superior tasting product with no aftertaste, the Monk Fruit In The Raw Bakers Bag is different from other monk fruit-based sweeteners or baking blends, because unlike other products, it does not contain added table sugar, sugar alcohols or molasses.

Cumberland’s In The Raw® products, which include Sugar In The Raw®, Stevia In The Raw® and organic Agave In The Raw®, are commanding a presence in the market, answering the growing demand for natural, better for you ingredients. The strategy for the brand is to continue to build the In The Raw family of products, to provide healthy options for consumers looking for better ways to eat right and to enjoy the sweet life – naturally.

Find new recipes such as peach cobbler, deep dish apple pie, sugar cookies, kettle corn and useful culinary tips at www.InTheRaw.com.

(continued on next page)
Monk Fruit In The Raw™ Bakers Bag

Peach Cobbler
Makes 6 servings
A delicious peach cobbler you can enjoy anytime! Assembling the light biscuit topping for this cozy dessert takes just five minutes. Dolloping the topping over frozen sliced peaches lets you serve it any time of the year. When fresh peaches are in season, you can use 6 cups of peeled, pitted and sliced fruit; about three pounds.

20-ounces frozen unsweetened sliced peaches, or 3 pounds fresh peaches, peeled, pitted and sliced, about 5 cups
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1/2 teaspoon ground cinnamon
2 teaspoons lemon juice
1 cup unbleached all-purpose flour
2 tablespoons Monk Fruit In The Raw Bakers Bag
1 tablespoon granulated sugar
2 teaspoons baking powder
1/4 teaspoon salt
4 tablespoons (1/2 stick) unsalted butter, chilled
1/2 cup buttermilk
1 teaspoon Sugar In The Raw®

1. Preheat the oven to 375° F. Butter an 8-inch x 8-inch baking dish, preferably heatproof glass, and set aside.

2. Place the peaches in a large bowl. In a small bowl, combine the Monk Fruit In The Raw Bakers Bag, sugar, cinnamon, and salt. Add the mixture to the peaches, and toss to coat them. Add the lemon juice and toss again. Transfer the fruit to the prepared baking dish.

3. In a medium bowl, whisk the flour, Monk Fruit In The Raw Bakers Bag, sugar, baking powder, and salt together. Cut the butter into 16 pieces and sprinkle the butter over the dry ingredients. Using a pastry cutter, fork, or your fingertips, Work the butter with the flour mixture until it resembles barely moist sand, 3 - 4 minutes. Or, you can pulse the dry ingredients in a food processor to combine them, add the butter, and pulse until the mixture resembles coarse meal, 8 -10 times, and turn the mixture into a mixing bowl. Add the buttermilk and using a fork, mix just until the ingredients form a soft, sticky dough. Do not overmix. Drop the dough by the scant quarter-cup into 9 dollops over the fruit. With your fingers, pat it to mostly cover the peaches, leaving some fruit exposed. Sprinkle the Sugar In The Raw® over the topping.

4. Bake the cobbler in the center of the oven for 40 minutes, or until the topping is deep gold and nicely browned on top. Let the cobbler sit for 30 minutes, or cool to room temperature, before serving.

Per serving: 198 calories, 8g fat, 3g protein, 2g fiber, 14g sugars, 280mg sodium, 31g carbohydrates, 21mg cholesterol

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About Monk Fruit In The Raw®
Monk Fruit In The Raw is an all-natural zero calorie sweetener made with monk fruit, a vine-ripened fruit native to Asia. Monk Fruit In The Raw can be used to sweeten favorite beverages and baked goods. Cumberland’s In The Raw® selection of 100% natural premium sweeteners enable consumers to add sweetness and versatility, naturally. Find out more about In The Raw® brand products at www.InTheRaw.com and visit us on Facebook at www.facebook.com/InTheRaw. Follow us on twitter at @InTheRawBrand or pin us at Pinterest.com/InTheRawBrand.
Monk Fruit In The Raw® is made from monk fruit, a vine-ripened fruit native to Asia. An easy to use, superior tasting product in the zero-calorie sweetener arena, Monk Fruit In The Raw is different from other monk fruit-based sweeteners because unlike other products, Monk Fruit In The Raw does not contain added table sugar, sugar alcohols or molasses.

“Monk Fruit In The Raw is a delicious and exciting addition to our line of wholesome, all-natural sweeteners,” said Steven Eisenstadt, CEO of Cumberland Packing Corp., makers of In The Raw® brand products. “Monk Fruit In The Raw is amazingly versatile and easy to use in cooking and baking. We think it will greatly appeal to people who want to cut calories naturally, without compromising on taste.”

Monk Fruit In The Raw can be used to sweeten favorite beverages, from coffee and tea to cocktails. It also blends deliciously well in yogurt and smoothies and can be used on cereal or oatmeal. Monk Fruit In The Raw will be available in convenient single-serve packets with a suggested retail price of $3.49 per 40 count box.

“Monk Fruit In The Raw has the closest taste to sugar of any sugar-free, calorie-free sweetener and allows you to taste other ingredients in recipes clearly,” said Dana Jacobi, award winning, best-selling cookbook author who develops recipes for In The Raw brand products. “The ease of use and great taste makes it compatible with most ingredients in drinks, cold dishes and cooking and baking recipes.”

Jacobi created twelve new recipes using Monk Fruit In The Raw to demonstrate the sweetener’s versatility and great taste. Recipes include appetizers: Capanota Crostini, Stuffed Red Pepper Rolls and Ginger Chili Dipping Sauce, a perfect accompaniment to dumplings, grilled shrimp or chicken. Drink recipes such as: Sweet Lemon Tea, Watermelon Agua Fresca, Thai Iced Tea and a Tropical Milk Shake. Cocktails created by Jacobi include Ginger Zombie and Southern Heat. Rounding out the list are decadent and delicious desserts, with an Italian Trifle, Red Berry Sauce and Swirled Red Berry Pudding.

Cumberland’s In The Raw® products, which include Sugar In The Raw®, Stevia In The Raw® and organic Agave In The Raw®, are commanding a presence in the market, answering the growing demand for natural, better for you ingredients. The strategy for the brand is to continue to build the In The Raw family of products, to provide healthy options for consumers looking for better ways to eat right and to enjoy the sweet life – naturally.

(continued on next page)
Monk Fruit in the raw™ Bakers Bag

Peach Cobbler

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1/4 teaspoon salt
4 tablespoons (1/2 stick) unsalted butter, chilled
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1. Preheat the oven to 375° F. Butter an 8-inch x 8-inch baking dish, preferably heatproof glass, and set aside.

2. Place the peaches in a large bowl. In a small bowl, combine the Monk Fruit In The Raw Bakers Bag, sugar, cinnamon, and salt. Add the mixture to the peaches, and toss to coat them. Add the lemon juice and toss again. Transfer the fruit to the prepared baking dish.

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Drop the dough by the scant quarter-cup into 9 dollops over the fruit. With your fingers, pat it to mostly cover the peaches, leaving some fruit exposed. Sprinkle the Sugar In The Raw® over the topping.

4. Bake the cobbler in the center of the oven for 40 minutes, or until the topping is deep gold and nicely browned on top. Let the cobbler sit for 30 minutes, or cool to room temperature, before serving.

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About Monk Fruit In The Raw®

Monk Fruit In The Raw is an all-natural zero calorie sweetener made from monk fruit, a naturally low-calorie, vine-ripened fruit native to Asia. Monk Fruit In The Raw can be used to sweeten favorite beverages and baked goods and blends well in yogurt and smoothies. Cumberland’s In The Raw® selection of 100% natural premium sweeteners enable consumers to add sweetness and versatility, naturally. Find out more about In The Raw® at www.intheraw.com and visit us on Facebook at www.facebook.com/intheraw where you can try the new Au Natural app. Follow us on twitter at @InTheRawBrand.

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FREQUENTLY ASKED QUESTIONS

About Monk Fruit In The Raw®

Monk Fruit In The Raw® is an all-natural zero calorie sweetener made from monk fruit, a naturally low-calorie, vine-ripened fruit native to Asia. The monk fruit extract, which is about 300 times sweeter than cane sugar, is blended with dextrose, a natural carbohydrate derived from corn, to create the perfect balance of sweetness so that it can be conveniently measured, poured and used as a substitute for sugar or other caloric sweeteners.

*Each packet contains less than 3 calories per serving, which the FDA considers dietetically zero.
Where is Monk Fruit In The Raw® from?
Monk Fruit In The Raw gets its delicious sweet taste from monk fruit, a vine-ripened fruit, native to Asia. It was first harvested back in the 13th century by Arhats, or "Enlightened Ones" (translated into English as Monks). Monk Fruit In The Raw is packaged by Cumberland Packing Corp. in Brooklyn, NY, along with Sugar In The Raw® and Stevia In The Raw®.

Why is the product called "In The Raw"?
Monk Fruit In The Raw brand sweetener is a 100% natural product made from monk fruit extract and a natural bulking agent. Its wholesomeness makes it the perfect addition to the rest of the 100% natural In The Raw family of products, including Sugar In The Raw®, Stevia In The Raw®, and Agave In The Raw®.

What makes Monk Fruit In The Raw® different from other monk fruit products?
Unlike some competitor products, Monk Fruit In The Raw does not contain added granulated sugar, sugar alcohols (erythritol), or molasses. The main sweetening ingredient in Monk Fruit In The Raw is simply monk fruit.

What is dextrose and why is it included in Monk Fruit In The Raw®?
Dextrose is a natural carbohydrate derived from corn. Many sugar substitutes in powder form contain dextrose because it is a natural ingredient and does not change the flavor of the sweetener in the blend. In Monk Fruit In The Raw, dextrose is used to dilute the very potent monk fruit extract, which is 300 times sweetener than sugar, to make it measurable for consumers.

Where can I purchase Monk Fruit In The Raw®?
Please visit us at intheraw.com and go to our ‘Finding In The Raw’ page to locate a retailer in your area or to purchase it online.

Who manufactures Monk Fruit In The Raw®?
Cumberland Packing Corp. manufactures Monk Fruit In The Raw. The family-owned, Brooklyn, NY-based company also markets Sugar In The Raw® 100% Natural Turbinado Cane Sugar, Stevia In The Raw® 100% Natural Zero Calorie Sweetener, and Agave In The Raw® 100% Natural Organic Agave Nectar.
HOW TO USE IT

How can I use Monk Fruit In The Raw®?
Use Monk Fruit In The Raw to sweeten all of your favorite beverages -- your tea, coffee, cocktails and more. It also blends well in yogurt and smoothies. Try it on cereal, oatmeal, or a piece of fruit. Whatever you do, just do it naturally with Monk Fruit In The Raw. Any recipe that calls for sugar can substitute Monk Fruit In The Raw as a sweetener, though some baking recipes will require a mixture of sugar to retain volume and texture. See below for our tips on baking with Monk Fruit In The Raw.

Can you offer any baking tips for Monk Fruit In The Raw®?
In recipes for sauces, dressings and beverages, all the sugar can be replaced with Monk Fruit In The Raw. However, recipes for most baked goods require sugar for proper volume and texture. For best results, experiment by substituting half the amount of sugar in a recipe with the sweetening equivalence of Monk Fruit In The Raw. It's heat stable, so it is perfect for use in cooking and baking.

What is the shelf life of Monk Fruit In The Raw®?
Monk Fruit In The Raw has a shelf life of approximate 3 years when stored under cool and dry conditions. Exposure to high humidity and/or temperatures may result in caking, but the product is still safe to consume.
HEALTH AND DIETARY QUESTIONS

Is Monk Fruit In The Raw® safe for people with diabetes?
Monk Fruit In The Raw can help people with diabetes meet their dietary goals by reducing carbohydrate intake. Monk Fruit In The Raw contains less than one gram of carbohydrate per packet (by food exchange measure). Monk Fruit In The Raw is not a substitute for a medically approved meal plan for people with diabetes and a health care professional should always be consulted before making any dietary changes.

How many calories and carbohydrates are in a packet of Monk Fruit In The Raw®?
In our packet product, one packet (0.8g) of Monk Fruit In The Raw has less than 0.8 grams (0% DV) of carbohydrate and less than 3 calories, which the FDA considers dietetically zero calories per serving.

What is the Glycemic Index (GI) value of Monk Fruit In The Raw®?
Glycemic Index (GI) is a measure of how fast carbohydrate foods are metabolized into glucose and thus affect blood sugar levels. Most sugar substitutes contain a very small amount of carbohydrates and are not classified as foods. Assigning a GI value to a sugar substitute is not a proper use of the GI concept.

Is Monk Fruit In The Raw® gluten-free?
Yes. Monk Fruit In The Raw contains no gluten nor does it come into contact with gluten-containing products, such as wheat, during its manufacture.

Is Monk Fruit In The Raw® safe for people with celiac disease?
Yes. Monk Fruit In The Raw is safe for people with celiac disease. Monk Fruit In The Raw contains no gluten nor does it come into contact with gluten-containing products, such as wheat, during its manufacture.

Is Monk Fruit In The Raw® vegan?
Yes. Monk Fruit In The Raw is vegan. It is an appropriate choice for people whose diet does not include any animal or animal by-products.

Is Monk Fruit In The Raw® kosher?
Yes. Monk Fruit In The Raw is certified Kosher by the Orthodox Union of America and exhibits the PARVE stamp on each box.

For more information, please visit www.InTheRaw.com 

facebook.com/intheraw @InTheRawBrand
BROOKLYN, NY (February 6, 2013)---In The Raw® all-natural sweeteners had a record year in 2012, passing the $50 million mark in retail sales for the first time, reports Cumberland Packing Corp. Up an astounding 20% in overall sales vs. 2011, the brand’s growth can be attributed to the popularity of the variety of their products, answering the demand for all-natural sweeteners, with Sugar In The Raw®, Stevia In The Raw®, Monk Fruit In The Raw™ and Agave In The Raw®.

Leading the way is Stevia In The Raw, with sales growth up 27%, while Truvia® grew only 16% and Pure Via™ just 6% for 2012 vs. 2011. Recently becoming the best-selling brand in the In The Raw portfolio, Stevia In The Raw surpassed Sugar In The Raw at retail for the first time in 2012, edging out its sibling by approximately $1 million in sales. Agave In The Raw, which launched in 2010, is now the #3 selling agave SKU with distribution continuing to grow. (Source: SymphonyIRI Group, Inc.’s “Total U.S. F/D/Mx” Latest 52 Weeks Ending Dec 30, 2012.)

“The next big thing” in natural sweeteners, Monk Fruit In The Raw, the brand’s newest zero calorie sweetener, which launched in October of 2012, is far exceeding initial roll-out projections at current pace. With a goal of acceptance in 20,000 stores, the brand has already confirmed acceptances in approximately 13,000 stores and is anticipating an additional 3,500 by the end of Q1 2013.

“We’re thrilled to see the growth in our products, reflecting people’s awareness and pursuit of alternative natural sweeteners and well-being,” said Steven Eisenstadt, CEO of Cumberland Packing Corp. Cumberland Packing Corp.’s strategy is to continue to build the In The Raw family of products, to provide healthy options for consumers looking for better ways to eat right and to enjoy the sweet life – naturally.

About In The Raw®
The In The Raw® brand of 100% natural, premium sweeteners includes Sugar In The Raw®, Stevia In The Raw®, Monk Fruit In The Raw™ and Agave In The Raw®, enabling people to choose, while having sweetness and versatility, naturally. In The Raw products come from Cumberland Packing Corp. of Brooklyn, NY, a family owned and operated business that has been serving the public for more than 50 years. Find out more about In The Raw brand products at www.intheraw.com. Visit us on Facebook at www.facebook.com/intheraw and follow us on twitter at @InTheRawBrand.

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IN THE RAW® FAMILY SWEETENS UP WITH AGAVE IN THE RAW®
Makers of Sugar In The Raw® Launch Latest All-Natural Sweetener

New York, NY (August, 2012) — Cumberland Packing Corp., makers of Sugar In The Raw® and Stevia In The Raw® have extended the all-natural In The Raw® family of sweeteners to include Agave In The Raw®, 100% organic agave nectar, a delicious, liquid sweetener harvested from the core of the Mexican Blue Agave plant.

Cumberland’s launch of Agave In The Raw provides In The Raw fans with an additional sweetener choice and gives agave lovers an all-natural organic option. Agave In The Raw can be used in a wide variety of ways to naturally sweeten foods and beverages—its liquid form makes Agave In The Raw an alternative to maple syrup and honey; it’s a delicious way to top pancakes, waffles, oatmeal and yogurt. It also works well to sweeten beverages – both hot and cold—as it, too, is liquid and blends easily. Its ability to brown and make moist baked goods also makes Agave In The Raw a good substitute for sugar when baking.

“We are thrilled to bolster our In The Raw family of sweeteners with the addition of Agave In The Raw, providing consumers with another delicious, natural sweetener,” said Steven Eisenstadt, CEO of Cumberland Packing Corp. “We understand the desire for all-natural sweeteners, answering first with Sugar In The Raw and more recently, with Stevia In The Raw, our all-natural, zero calorie sweetener. Our goal is to provide consumers with wholesome products that are 100% natural to enhance the foods and beverages they enjoy every day.”

Cumberland Packing Corp., worked with culinary expert Dana Jacobi to create recipes using Agave In The Raw to demonstrate the sweetener’s versatility and great taste. Baking recipes include cranberry oatmeal cookies, peach-pecan whole grain muffins, whole-wheat cinnamon raisin bread pudding and rustic French apple tarts. Jacobi also created a handful of sauces sweetened with Agave In The Raw, including spicy sesame peanut sauce, tomato ketchup, reduced-fat balsamic vinaigrette and French vanilla custard sauce.

Agave nectar is 25 percent sweeter than refined white sugar, so a little bit tends to go a long way; you may find you need less of it than other sweeteners to get the same desired sweetness.

Agave In The Raw is naturally a low-Glycemic Index food, meaning, it is broken down and enters the blood stream more gradually and does not cause the rapid spikes in blood sugar that are seen with other sweeteners. When used in combination with traditional carbohydrate counting, the Glycemic Index can be a useful tool to help people with diabetes improve their blood sugar control. This makes many view this liquid sweetener as a better-for-you alternative.

Agave In The Raw launched in September 2011 in cities all over the U.S. Cumberland Packing Corp. will continue to expand Agave In The Raw’s national distribution into several other markets throughout 2012.

About Agave In The Raw®
Agave In The Raw is 100% Natural Organic Blue Agave Nectar, a delicious, naturally occurring liquid sweetener that comes from the Blue Agave plant, native to Mexico. Agave In The Raw nectar is harvested from the center core of the blue agave plant. It is 25 percent sweeter than refined white sugar so a little bit tends to go a long way. Agave In The Raw is naturally a low glycemic food, which means it doesn’t cause the rapid spikes in blood sugar level caused by refined white sugar and many other sweeteners. Thus, Agave In The Raw is viewed by many as a more healthful alternative. For more information and recipes, visit www.agaveintheraw.com

(continued on next page)
Monk Fruit in the raw™ Bakers Bag

Peach Cobbler

Makes 6 servings

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1/2 cup buttermilk
1 teaspoon Sugar In The Raw®

1. Preheat the oven to 375° F. Butter an 8-inch x 8-inch baking dish, preferably heatproof glass, and set aside.

2. Place the peaches in a large bowl. In a small bowl, combine the Monk Fruit In The Raw Bakers Bag, sugar, cinnamon, and salt. Add the mixture to the peaches, and toss to coat them. Add the lemon juice and toss again. Transfer the fruit to the prepared baking dish.

3. In a medium bowl, whisk the flour, Monk Fruit In The Raw Bakers Bag, sugar, baking powder, and salt together. Cut the butter into 16 pieces and sprinkle the butter over the dry ingredients. Using a pastry cutter, fork, or your fingertips, Work the butter with the flour mixture until it resembles barely moist sand, 3 - 4 minutes. Or, you can pulse the dry ingredients in a food processor to combine them, add the butter, and pulse until the mixture resembles coarse meal, 8 -10 times, and turn the mixture into a mixing bowl. Add the buttermilk and using a fork, mix just until the ingredients form a soft, sticky dough. Do not overmix.

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About Cumberland Packing Corp.
Headquartered in Brooklyn, New York, Cumberland Packing Corp. is a family owned and operated business, serving the public for more than 50 years. Their product lines underscore the important roles diet and exercise play in maintaining good health, making products such as Sweet’N Low®, helping millions of people manage their weight by sweetening food and beverages without added sugars and unnecessary calories and the “In The Raw” selection of 100% natural premium sweeteners enabling consumers to have versatility, naturally.

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Frequently Asked Questions

Stevia In The Raw® is the versatile, 100% natural, zero-calorie premium sweetener. Without added sugars and extra calories, Stevia In The Raw naturally sweetens food and drinks and is an excellent choice for baking and cooking. Stevia In The Raw is packaged and distributed by Cumberland Packing Corp., makers of Sugar In The Raw®. The In The Raw brands allow flexibility in your choice of sweetener, without sacrificing natural goodness and taste.

About Stevia In The Raw

What is Stevia In The Raw?
Stevia In The Raw is a zero-calorie, granulated sweetener made directly from the leafy green foliage of the stevia plant, a crop native to South America. Stevia In The Raw derives its sweetness from an extract (Rebiana or Reb-A) that is isolated and purified from the stevia plant leaves. The natural stevia extract is 300 to 400 times sweeter than sugar, which allows a small amount of Stevia In The Raw to provide a large sweetening effect.

How does Stevia In The Raw compare to sugar?
One packet of Stevia In The Raw is as sweet as two teaspoons of sugar. But unlike sugar, which has 16 calories and 4 grams carbohydrate per teaspoon, Stevia In The Raw has 0 calories and less than 1 gram carbohydrate per packet.

Is Stevia In The Raw gluten-free?
Yes. Stevia In The Raw contains no gluten and is manufactured in a gluten-free facility. It is safe for consumption for people with Celiac Disease or gluten sensitivities.

Does Stevia In The Raw contain sodium?
Stevia In The Raw is sodium-free.

Using Stevia In The Raw

How can I use Stevia In The Raw?
Stevia In The Raw is ideal for tabletop use and dissolves easily in hot and cold beverages. One packet of Stevia In The Raw is equal in sweetness to two teaspoons of regular sugar.

Can Stevia In The Raw be substituted for sugar when cooking and baking?
Yes! The Stevia In The Raw Cup For Cup Baker’s Bag product makes it easy to substitute high-calorie sugar with zero-calorie stevia in your favorite recipes. Because you can use the same measured volume, one cup of Stevia In The Raw is as sweet as one cup of sugar. For best results, experiment by first substituting half the sugar in a recipe with the equivalent amount of Stevia In The Raw.

What is the shelf life of Stevia In The Raw?
Stevia In The Raw has a shelf life of approximately four years when stored under cool and dry conditions. Exposure to high humidity and/or temperatures may result in caking, but the product is still safe to consume.

What sizes are available?
Stevia In The Raw is currently available in a 50 and 100 count packet box or a 9.7-ounce Cup For Cup product in a resealable Bakers Bag.

Where can I find Stevia In The Raw?
Stevia In The Raw is available in supermarkets nationwide. It is also found at many fine restaurants, cafés and coffee bars. Use our Online Store Locator to find a source in your area, or simply buy it online.
How long have people been using stevia sweeteners?
The stevia plant is native to South America and has been used indigenously as a sweetener for over 400 years. Stevia is now grown and harvested in many countries around the world, predominantly in China and Brazil. Stevia is used as a food additive in many countries and is added to foods including ice cream, bread and soft drinks. It also has a long history of use as an approved dietary supplement.

Why is the product called “In The Raw”?
Stevia In The Raw is a 100% natural sweetener and the newest member of our all-natural “In The Raw” line of products. It does not use additional ingredients to change the naturally delicious flavor of the stevia extract and it has the highest Reb-A content of the branded stevia sweeteners available today. Stevia In The Raw’s purity and wholesomeness make it the perfect zero-calorie complement to Sugar In The Raw.

What makes Stevia In The Raw different from other stevia sweeteners?
Unlike some of our competitors, Stevia In The Raw derives all its sweetness from the stevia extract. Other stevia brands (Truvia®) include ingredients like erythritol, which contribute additional sweetness to their products. The high purity level of our product (Stevia In The Raw has the highest Reb-A content of the branded stevia sweeteners available today) eliminates the need to “mask” any unappealing aftertaste that may be present in less pure stevia products.

Dextrose is listed as an ingredient on the Stevia In The Raw single serving packet and maltodextrin is listed on the bulk Baker’s Bag. What are these?
Both dextrose and maltodextrin are natural carbohydrates derived from corn. Described as “bulking agents,” they are used to dilute the very potent stevia sweetener to make it measurable for consumers.

Who manufactures Stevia In The Raw?
Stevia In The Raw is made by Cumberland Packing Corp., a family owned business based in Brooklyn, New York. The third generation company also manufactures Sugar In The Raw® Natural Cane Turbinado Sugar.

Does Stevia In The Raw conduct animal testing?
No. Cumberland Packing Corp., the manufacturer and distributor of Stevia In The Raw, does not participate in any animal testing.
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Health and Safety

Is Stevia In The Raw safe?

Yes. Stevia In The Raw is 100% natural and safe. Stevia products currently on the market are “Generally Recognized As Safe” (GRAS). According to the U.S. Food and Drug Administration (FDA), to be GRAS there must be “a reasonable certainty in the minds of competent scientists that the substance is not harmful under its intended conditions of use.” Stevia is recognized to be safe for the general population – including pregnant and breastfeeding women – and could not have been allowed in foods and beverages if a rigorous and thorough safety evaluation had not been demonstrated. In addition, stevia has a long history of use as an approved dietary supplement that proceeds its GRAS status as a food ingredient.

Is Stevia In The Raw recommended for people with diabetes?

Stevia In The Raw can help people with diabetes meet their dietary goals by reducing carbohydrate intake without sacrificing taste. Stevia In The Raw contains 1 gram of carbohydrate per serving and can be used in conjunction with food exchange programs. Please note that using Stevia In The Raw is not a substitute for a medically approved meal plan for people with diabetes and a health care professional should always be consulted before making any dietary changes.

Can Stevia In The Raw help me lose weight?

Stevia In The Raw is a simple substitution that reduces calories from added sugars in foods and beverages. Stevia In The Raw is a simple tool to help reduce calories and, when combined with a proper diet and regular physical activity, can result in weight loss. Substituting just 3 teaspoons of sugar a day with Stevia In The Raw cuts more than 300 calories per week, which can result in roughly a 4-pound weight loss over a year’s time.

Is Stevia In The Raw truly “zero-calories?”

Stevia In The Raw contains fewer than 2 calories per packet. According to labeling regulations established by the U.S. Food and Drug Administration, products containing fewer than 5 calories per serving must be labeled “zero.” Stevia In The Raw Cup For Cup Baker’s Bag product also contains less than 2 calories per 1 teaspoon-sized serving; there are 84 calories per cup.
FREQUENTLY ASKED QUESTIONS

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FREQUENTLY ASKED QUESTIONS

About Agave In The Raw®
Agave In The Raw is 100% Natural Organic Blue Agave Nectar, a delicious, naturally occurring liquid sweetener that comes from the Blue Agave plant, native to Mexico. Agave In The Raw nectar is harvested from the center core of the blue agave plant. It is 25% sweeter than refined white sugar so a little bit tends to go a long way. Agave In The Raw is naturally a low glycemic food, which means it doesn’t cause the rapid spikes in blood sugar level caused by refined white sugar and many other sweeteners. Thus, Agave In The Raw is viewed by many as a more healthful alternative.
Where does Agave In The Raw come from?
Agave In The Raw nectar is made from liquid harvested from the core of the Mexican Blue Agave, a plant resembling a cactus. The nectar is produced in Mexico and bottled in the USA.

How can I use Agave In The Raw?
Agave In The Raw can be used in a wide variety of ways to naturally sweeten your favorite foods and beverages. Its liquid form makes Agave In The Raw a natural alternative to syrup and honey and a delicious way to top pancakes, waffles, oatmeal and yogurt. It also works well to sweeten beverages – both hot and cold–because it, too, is liquid and blends easily. The properties of Agave In The Raw also make it a good substitute for sugar in many baking recipes because of its ability to brown and make baked goods moist. Visit agaveintheraw.com for delicious beverage, sauce and baking recipes, as well as helpful tips to ensure the best results when using Agave In The Raw to replace other sweeteners in your favorite recipes.

How many calories are in a serving of Agave In The Raw?
A one tablespoon serving of Agave In The Raw contains 60 calories. It is 25% sweeter than refined white sugar so a little bit tends to go a long way. You may find you need less of it than other sweeteners to get the same desired sweetness.

Is Agave In The Raw safe for people with diabetes?
Agave In The Raw is a low glycemic food. When used in combination with traditional carbohydrate counting, the Glycemic Index can be a useful tool to help people with diabetes improve their blood sugar control. There is no single diet plan that works universally for all people with diabetes, so it is always recommended to consult with a licensed healthcare professional or physician if you have a restricted diet or special dietary needs before using Agave In The Raw.
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What is the Glycemic Index?
The Glycemic Index (GI) is a measure of how much carbohydrate-containing foods raise a person’s blood sugar. A food with a higher GI is digested more rapidly and raises blood sugar levels more than a food with a lower GI, which is broken down and enters the bloodstream more gradually. Foods with a GI lower than 55 are considered Low Glycemic Index foods.

What is the Glycemic Index value of Agave In The Raw?
The GI of Agave In The Raw is about 30. A food with a GI value of 55 or below is considered a Low Glycemic Index food.

Is Agave In The Raw organic?
Yes. Agave In The Raw is USDA certified organic by Quality Assurance International.

Is Agave In The Raw kosher?
Yes. Agave In The Raw is certified Kosher by the Orthodox Union, a leader in global Kosher certification.

Agave In The Raw is gluten-free?
Yes. Agave In The Raw contains no gluten nor does it come into contact with glutinous products, such as wheat, during its manufacture. It is therefore safe for people with wheat allergies and celiac disease. It is always recommended to consult with a licensed healthcare professional or physician if you have a restricted diet or special dietary needs.

Is Agave In The Raw Vegan?
Yes. Agave In The Raw is Vegan. It is an appropriate choice for people whose diet does not include any animal or animal by-products.

What is the shelf-life of Agave In The Raw?
Agave In The Raw has a 3 year shelf life when stored under normal room temperature conditions. Exposure to temperatures above 80 degrees F may cause the color of the product to darken but it is still safe to consume.

Does Agave In The Raw need to be refrigerated after opening?
No. Agave In The Raw does not need to be refrigerated after opening when stored under normal room temperature conditions (up to 80 degrees). Exposure to temperatures above 80 degrees F may cause the color of the product to darken but it is still safe to consume.
How To Convert Recipes Made With Sugar and Other Sweeteners

- Agave nectar is sweeter than sugar, so start with \( \frac{2}{3} \) to \( \frac{3}{4} \) the amount when using it to replace sugar in a favorite recipe.
- When replacing honey and maple syrup start with \( \frac{3}{4} \) the amount called for in the recipe.
- Reduce other liquids in your recipe by 10 to 25 percent.

Tips for Baking with Agave In The Raw

- Agave nectar makes moist baked goods with rich color. It works best in darker colored dishes, including brownies, gingerbread, carrot and zucchini bread, oatmeal and chocolate chip cookies.
- Baked goods sweetened with agave nectar stick more than others, so use cooking spray or oil liberally to coat baking pans and muffin tins.
- Agave nectar browns more - and more rapidly - than other sweeteners. For best results, reduce the oven temperature by 25 degrees F. Check halfway through the suggested baking time to see if the total baking time should be reduced.
- Agave tastes different from sugar. Including \( \frac{1}{4} \) to \( \frac{1}{3} \) cup Sugar In The Raw® (or granulated sugar) helps recipes maintain their familiar taste.
- When recipes call for creaming butter with sugar, whip softened butter, then mix in the agave nectar, followed by the eggs, if using. The butter may look curdled. This disappears when the dry ingredients are added.
- Combine agave nectar with any liquids in a recipe before adding them to the other ingredients.
- Mix dry ingredients in gradually rather than adding them all at once.
- Use dark chocolate, or slightly reduce the amount of agave nectar when using semi-sweet chocolate.

For delicious recipes and more tips from our Test Kitchen Experts, please visit WWW.INTHERAW.COM

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Hearty yet light, these muffins are lavishly studded with blueberries. For best results, the eggs and all of the liquids should be at room temperature. Measuring the agave in the same cup, after the oil, makes pouring the agave out easier.

Preheat the oven to 325°F. Line a medium-sized muffin tin with cupcake liners, preferably foil.

In a large bowl, combine the spelt flour, cornmeal, oat bran, flax seeds, baking powder, baking soda, cinnamon, and salt. In a smaller bowl, whisk the eggs lightly. To the eggs, add the orange juice, oil, agave and vanilla, whisking until they are well combined. Pour the liquid ingredients into the dry and whisk just until blended. Mix in the berries. Spoon the batter into the prepared muffin tins, filling cups almost to the top. Top each muffin with a sprinkling of the oats and sesame seeds.

Bake for 18 to 20 minutes, or until the muffins are deep golden brown and spring back lightly when pressed gently in the center. Immediately turn the muffins out onto a wire rack to cool. Serve slightly warm. If desired, muffins can be cooled to room temperature, individually foil-wrapped, and frozen. To defrost, unwrap and let sit at room temperature for about 30 minutes.

PER SERVING (1 muffin): 200 calories, 8g fat (1g saturated fat), 29g carbohydrate, 4g protein, 4g dietary fiber, 75mg sodium.
Kettle Corn
Makes 6 cups
Serving size: 2 cups
Be warned… this sweet and salty snack is addictive! So it’s a good thing that using our Monk Fruit In The Raw™ Bakers Bag lets you make it using less than half the sugar and oil called for in most traditional recipes. While popping the corn be sure to wear a long, heat-protective mitt. The ideal pot is a deep skillet but any large pot will do. The sweetened popcorn burns easily, so it’s better to leave a few kernels unpopped than waiting for the very last one to explode.

4 teaspoons canola or coconut oil
1/3 cup popcorn kernels
4 teaspoons Monk Fruit In The Raw™ Bakers Bag
4 teaspoons granulated sugar
1/4 teaspoon fine sea salt

In a deep skillet with a cover, heat the oil over medium-high heat. Sprinkle the popcorn over the bottom of the pot. Sprinkle the Monk Fruit In The Raw Bakers Bag, then the sugar over the popcorn and cover the pot. Slipping your hand into a long, heat protective mitt hold the pan just above the heat and shake it constantly. When the popping slows noticeably, dump the contents of the pan into a large bowl. Sprinkle on the salt and toss using two wooden paddles or mixing spoons. Kettle corn keeps for 24 hours.

Per serving: 148 calories, 7g fat, 2g protein, 4g fiber, 6g sugars, 178mg sodium, 24g carbohydrates, 0mg cholesterol