

Comparing your sweetening options

There are many different sweetening options in the supermarket aisle. Here is a guide to help you choose what is best for your lifestyle, preferences and needs.

What to consider when choosing a sweetening option

CALORIES. Nutritive sweeteners provide the body with calories. Nonnutritive sweeteners – also called no-calorie sweeteners or sugar substitutes– provide the body with very few calories (<5 calories per serving) and qualify to be labeled as zero calorie options by the US Food and Drug Administration (FDA).¹

TASTE. Not all sweeteners taste the same, and each food or beverage might call for something different. Sometimes, the rich and thick sweetness of honey is just right. At other times, the clean sweetness of white sugar perfects a recipe. Yet other foods or beverages can find optimal sweetness without all the calories, with just a touch of a sucralose - or stevia-based sweetener.

PERFORMANCE. If you use a no-calorie sweetener just to sweeten your coffee or iced tea, just about any one will do. However, if you want to bake a cake or make another recipe that relies on sugar for volume, browning or moistness, a sugar blend product would be a better choice. Blend products are typically a mix of no-calorie sweetener and sugar or brown sugar, so they provide significantly less calories than sugar, while retaining its functionality.

CARB COUNT. Nonnutritive sweeteners, with zero calories and less than 1 gram of carbohydrate per serving, may be used to help reduce your added sugars, calorie, and carbohydrate intake.² When used to replace sugar, these products can help people with diabetes stick with their nutrition and blood sugar management goals, without having to sacrifice taste.

Calorie-saving sweet swaps all day long

Many foods and beverages – even non-sweet items – have more added sugar than we realize. For those trying to limit their intake of added sugars, the task of learning all of the ingredients that are sources of it, may seem overwhelming at first. On the bright side, it also means there are plenty of places for you to save calories throughout the course of the day by substituting no-calorie sweeteners in place of sugar.



MORNING
Waffle with
maple syrup

Orange juice

Coffee



MID-MORNING
Fruit-flavored
yogurt

Granola bar

Honey roasted
almonds



LUNCHTIME
Tossed salad
with dressing

Chinese sesame
chicken over rice



LATE DAY
Sweetened
Beverages

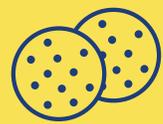
Trail mix



DINNERTIME
Grilled chicken
with BBQ sauce

Cole slaw

Baked beans



DESSERT
Cookies and
milk

Consider a swap from a full calorie to a low-calorie sweetener when making or selecting versions of these foods and drinks. The calorie savings achieved by reducing add sugar could really add up at the end of the day.

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1. U.S. Food & Drug Administration. Labeling & Nutrition Guidance for Industry: A Food Labeling Guide (9. Appendix A: Definitions of Nutrient Content Claims). Accessed May 3, 2017 from <https://www.fda.gov/Food/GuidanceRegulation/GuidanceDocumentsRegulatoryInformation/LabelingNutrition/ucm064911.htm>.
2. Gardner C, et al. Nonnutritive Sweeteners: Current Use and Health Perspectives. A Scientific Statement from the American Heart Association and the American Diabetes Association. Diabetes Care 2012 Aug; 35(8): 1798-1808. <https://doi.org/10.2337/dc12-9002>

Splenda
SWEETENERS

Comparison of common sweetening options

Nutritive Sweeteners

16 CALORIES
per teaspoon



WHITE SUGAR

Also known as table sugar or by its technical name, sucrose, this is what is most commonly used in home food preparation. Sometimes the crystals of white sugar are made finer for specific purposes. For example, confectioner's sugar is ground into a smooth powder and then sifted for use in icings, confections and whipping cream.

17 CALORIES
per teaspoon



BROWN SUGAR, PACKED

Brown sugar is refined sugar that still has some of its natural molasses – or sometimes has it added back in. White and brown sugar have similar nutrition content.

15 CALORIES
per teaspoon



TURBINADO SUGAR

Turbinado sugar, sometimes referred to as raw sugar, is less processed than brown sugar as it comes from the first pressing of the sugar cane. It also retains some natural molasses, and has larger crystals which can be very light brown in color.

15 CALORIES
per teaspoon



COCONUT SUGAR

Coconut sugar is derived from the sap of the coconut palm tree. Its taste is similar to brown sugar and can be used in place of white sugar.

60 CALORIES
per tablespoon



AGAVE NECTAR

Agave nectar (or syrup) comes from the agave plant. It is about 1.5 times sweeter than sugar. It is less viscous than honey, and can be used in place of sugar or honey.

64 CALORIES
per tablespoon



HONEY

Honey, produced by honey bees, is generally slightly sweeter than white sugar. Different types of honey may have distinctive tastes, depending on the nectar sources - clover, wildflower, orange blossoms, etc. - the bees used. Honey is extracted from beehives, then strained. "Raw" honey usually means that the product has not been filtered.

Nonnutritive Sweeteners

While most sweeteners in this category are calorie-free (less than 5 calories per serving), the familiar finished packets seen below generally contain small amounts of carbohydrate for volume and texture. Most nonnutritive sweetener packets available in the U.S. have the sweetness equivalence of two teaspoons of sugar.

SUCRALOSE

Sucralose is about 600 times sweeter than sugar (sucrose) and is the sweetening ingredient in original SPLENDA® Sweeteners. It is made through a process that starts with sugar and converts it to a no-calorie, non-carbohydrate sweetener. The result is a very stable sweetener that tastes like sugar, but without its calories.



SACCHARIN

Saccharin is approved for use in food and tabletop sweeteners.

- non-caloric
- about 200 to 700 times sweeter than sugar (sucrose)



ASPARTAME

Aspartame is approved for use in food and tabletop sweeteners.

- non-caloric
- about 200 times sweeter than sugar (sucrose)



STEVIA

Stevia is the short name for the Stevia rebaudiana Bertoni plant, a perennial herb grown throughout South America, Asia and other countries. Its sweetening components including – stevia extracts such as Reb A and Reb D – are derived from the plant's leaves. Stevia-based sweeteners are found in many forms. By using a better-tasting extract from the stevia leaf, Rebaudioside D (Reb D), SPLENDA® Brand has found the perfect blend to capture the naturally sweet taste of stevia in SPLENDA® Naturals Sweeteners. SPLENDA® Naturals Stevia Sweetener packets and jar products have:



- no calories
- no added colors
- no added flavors
- no artificial ingredients

MONK FRUIT

Monk fruit is a small round fruit grown in Southeast Asia. The extract of the fruit is used as a sweetening ingredient.

- about 150-200 times sweeter than sugar (sucrose)

