

Sweetness from Nature®



FANCY FOODS SUMMER SHOW
BOOTH 4241

pyure®
SWEETNESS
FROM NATURE®

www.pyuresweet.com

Truth is, not all stevia is equal.

THERE ARE OVER
200

DIFFERENT SPECIES OF STEVIA,
AND ALL HAVE UNIQUE TRAITS.

Pyure Brands sources only the best quality leaves of a single species with the specific traits we spent years searching for...



THE STEVIA LEAF IS MADE UP OF 10 DIFFERENT COMPOUNDS CALLED "STEVIOL GLYCOSIDES"

THE SWEETEST PART

We extract only one molecule (called Reb A, the sweet part of the leaf) at standards as high as 99% so the other 1% (made up of the other nine steviol glycosides, the bitter parts of the leaf) has little to no effect on your tastebuds.



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SWEETNESS
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HAS ANOTHER BRAND LEFT A BAD TASTE IN YOUR MOUTH?

We'll show you how great this little leaf can taste! Request a sample at:

[FACEBOOK.COM/PYUREBRANDS](https://www.facebook.com/pyurebrands)



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A Superior Stevia: Pyure Brands Innovates Sweetness from Nature

Non-GMO, Certified Organic Stevia Finds Sweet Spot with Consumers

Visit Pyure Brands at Fancy Foods Summer Show: Booth 4241

Naples, FL – As the perils of sugar, high-fructose corn syrup, and artificial sweeteners continue to make headlines, natural sweeteners derived from the stevia plant are gaining popularity for their combination of sweetness, lack of calories, and low glycemic index. Pyure Brands has become one of the largest and fastest-growing independent producers of healthy sweeteners in America and is first to bring certified organic, non-GMO verified stevia to the market.

Unlike artificial sweeteners, which contain harmful chemicals, stevia is a sugar substitute that's healthy for the whole family. By harvesting a specialized species of stevia and perfecting an extraction process that isolates only the sweetest part of the plant, Pyure delivers a superior-tasting, high-quality product without any lingering bitterness or aftertaste. Furthermore, the company oversees a vertically-integrated supply chain, controlling all raw ingredients and materials used, from planting to extraction and manufacturing.



Pyure's retail line includes Organic Stevia Sweetener, Original Stevia Sweetener, Bakeable Blend, All-Purpose (for sweetening and baking) and O.E.O. Organic Energy Shots, the first organic, non-GMO, sugar-free, zero-calorie energy shot on the market. Pyure also provides reliable, consistent commercial-grade stevia as a turnkey solution for food and beverage manufacturers as well as cosmetic, nutraceutical, and pharmaceutical companies.

"We pride ourselves on offering the best-tasting, highest-quality products and are dedicated to ingredient transparency," says Benjamin Fleischer, founder of Pyure. "We offer safe, effective, and consistent options for sweetening your favorite foods and beverages while maintaining a healthy lifestyle—without all of the negative aspects of sugar and artificial sweeteners."

Pyure is committed to constant innovation. In fact, they've recently released the first certified organic and non-GMO erythritol as a new way for commercial food and beverage manufacturers to sweeten their products without significantly increasing calories.

Pyure Brands' stevia sweeteners and stevia-based products are sold in over 15,000 retail stores all across America. Some of their most-recognized grocers and retailers include Whole Foods, Wegman's, The Vitamin Shoppe, H-E-B, Jewel-Osco, Raley's, Costco.com, and Walgreen's Online.

About Pyure Brands

Founded in 2008, Pyure Brands is a leading innovator of healthy sweeteners and one of the largest and fastest-growing independent stevia companies in America. Under the direction of Founder Benjamin Fleischer, Pyure has successfully established itself as a pioneer of sweetening solutions by introducing the first USDA Organic and Non-GMO Project Verified stevia and erythritol to the market. The company's commercial stevia extracts and blends provide the reduced-calorie sweetening solution for more than 300 food, beverage, and personal care products. In an effort to help further health awareness, Pyure donates a portion of its proceeds to organizations and foundations that have a focus on diabetes education as well as other social and environmental causes. For more information, please visit www.pyuresweet.com or find the brand on [Facebook](#).

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New Product Launch:

Pyure Brands Launches First Organic & Non-GMO 2-in-1, Stevia Based All-Purpose Sweetener **Stevia: Not Just a Sugar Packet Alternative Anymore**

Visit Pyure Brands at Fancy Foods Summer Show: Booth 4241

Naples, FL – Pyure Brands (www.PyureSweet.com) today is forever changing how consumers can enjoy their stevia by introducing the first-ever, 2-in-1 organic stevia product for sweetening and baking: Pyure’s Organic Stevia All-Purpose Sweetener.

Until now, stevia has been available primarily as separate sweetener and bakeable blend products. Pyure Organic Stevia All-Purpose Sweetener – the first USDA Organic Certified and Non-GMO Verified stevia, calorie free, gluten free, and with a zero glycemic index – gives stevia lovers and smart consumers a new, simpler choice for their pantries.



“The days of sugar-free sweetening your foods packet by packet are soon to be behind us,” shared Benjamin Fleischer, CEO of Pyure Brands. “We are taking our great-tasting, high-quality stevia sweetener to a whole new level of versatility and ease of use. Designed for anytime you need a sugar-free touch of sweet, our all-purpose stevia blend is an ideal alternative for anyone trying to reduce their calories and sugar intake.”

Pyure’s Organic Stevia All-Purpose Sweetener has a granulated consistency and delicious taste comparable to sugar and is the only stevia-based product of its kind. Available in a 1lb bag with a stay fresh and re-sealable zipper, the All-Purpose Sweetener is easy to use for baking, cooking, smoothies, coffee, tea, yogurt, and pretty much anything that needs to be sweetened. Compared to other stevia,

artificial sweetener or sugar based product on the market, Pyure’s All Purpose Sweetener is the best tasting and most effective multi-use stevia product available.

Pyure’s extraction process isolates only the sweetest part of the stevia plant. This eliminates the bitter aftertaste commonly associated with the ingredient and has carved out a solid niche for Pyure as the best-tasting stevia sweetener on the market.

Pyure’s Organic Stevia All-Purpose Sweetener is expected to be available at select natural and mainstream grocery stores nationwide starting in July. Its MSRP is \$11.99.



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A Stevia Underdog Finds Success in Competitive Sweetener Market

Pyure Brands Innovates with First Organic Stevia & Carves Out Category Niche for Best-Tasting Product

Visit Pyure Brands at Fancy Foods Summer Show: Booth 4241

Naples, FL – In 2006, before most people had even heard of stevia, a New York native was intrigued by the possibilities of this new plant-based ingredient. He was seeking a healthy alternative to sugary and artificial energy drinks such as Red Bull, and stevia gave him that “light bulb” moment. 27 year-old entrepreneur Benjamin Fleischer acquired various raw materials and did home-based formulating and research to figure out how to make stevia taste good-- not overpowering with a bitter aftertaste.

After formulating and perfecting the high-quality, great-tasting stevia product he set out to create, Ben spent his first three years in business educating the industry about this, at-the-time, unknown ingredient. As doors were being shut on him due to an unfamiliarity of stevia, big brands in the sugar-free space were blitzing the market. Major players included: Truvia (a Cargill brand; the \$108-billion-a-year behemoth with stakes in almost every corner of the food industry) and Stevia in the Raw (started by the creators of Sweet N Low). Their multi-million dollar marketing budgets, established relationships and fixed distribution gave these brands a daunting presence in the marketplace. Ben was definitely the little fish in a very big pond.

“We may have been small, but we had power in the innovation we brought to the category and the unique, higher quality of our product,” shared Benjamin Fleischer, founder of Pyure Brands. “We were not going to stop pushing for greatness just because our competition’s pockets were deeper. I’m proud to say that Pyure Brands is one of the largest and fastest growing stevia companies in America. We’re living our own David and Goliath adventure in the sugar-free marketplace.”

Today, Pyure is trusted by over 15,000 retail locations and is the preferred ingredient supplier for over 300 food and beverage, nutraceutical and cosmetic manufacturers. Privately held and with no outside debt, the company has grown 300% in 5 years and has more than doubled its sales every year since 2009.

A major key to Pyure’s success is the extraction process Fleischer developed that isolates only the sweetest part of the stevia plant. This eliminated the bitter aftertaste commonly associated with the ingredient and carved out a solid niche for Pyure as the best-tasting stevia sweetener.

Pyure Brands also launched the first certified organic and non-GMO verified tabletop stevia sweetener and introduced the first certified organic and non-GMO verified erythritol, a medium commonly used to deliver high-intensity sweeteners like stevia. Pyure has also reinvented the energy drink category with the launch of the first and only certified organic, sugar-free, zero-calorie energy shot. Named Pyure

O.E.O. (organic energy optimization), this game-changer product is sweetened with a stevia blend and powered by organic green tea, yerba mate, and guayusa extracts.

Fleischer has taken a unique approach to building his team. Partnering with Pyure's local school, Florida Gulf Coast University, Ben has established a growing internship program. He hires two new interns every semester and trains them to be a valuable asset to the company. Each of Pyure's seven fulltime employees all started as interns. "It's about hard work and rolling up your sleeves to get the job done," added Fleischer. "Everyone on the Pyure team possesses an enthusiasm and dedication to the company's success that is second to none, and it feels good to be creating jobs for new graduates and the Southwest Florida community."

In an effort to help further awareness of the value of stevia, Pyure donates a portion of its proceeds to organizations and foundations that have a focus on diabetes education as well as other social and environmental causes.

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