

Sweeten It Up Naturally!



Pure Via™ All Natural Zero Calorie Sweetener
Made from the Stevia Leaf

Back-Of-The-House/Ingredients



Pure Via™

All Natural Zero Calorie Sweetener

1-lb. Bulk Pack

Already a well-recognized brand on retail shelves and restaurant tables, Pure Via is the perfect, natural addition to back-of-the-house applications. With the “natural” category in foodservice exploding, more patrons are demanding more choices in their food and beverages. Pure Via is an ideal sweetener application for breakfast, lunch, dinner and/or snack items. If you are looking to reduce or eliminate sugar and artificial sweeteners from your ingredient list, Pure Via is the right product at the right time.

What is Pure Via All Natural Zero Calorie Sweetener?

Pure Via is an all natural zero calorie alternative to sugar. The active, sweet ingredient in Pure Via is Rebaudioside A (also known as Reb A) – an extract from the stevia leaf, which is an herbal plant native to South America. Pure Via is blended with other ingredients including dextrose and cellulose powder which makes it easier to measure and pour.

Pure Via, The Sweet Facts:

- 100% all natural; nothing artificial
- Zero calories per serving
- Available in a convenient 1-lb. bulk pack
- Can be used in both hot and cold applications
- Suitable for people with diabetes



Product Information

Product	Description	Case Pack	Item #
Pure Via™ Bulk Pack	All Natural Zero Calorie Sweetener	4/1-lb. boxes	91048

Sweetness Conversion Chart (measurements have been rounded for easy use)

For This Much Sugar			Use This Much Pure Via™		
Volume	Grams	Ounces	Volume	Grams	Ounces
2 tsp.	8	0.28	1/4 tsp.	1	0.035
1 Tbs.	12	0.42	1/2 tsp.	1.5	0.05
1/4 cup	48	1.7	1 3/4 tsp.	6	0.21
1/3 cup	64	2.3	2 1/2 tsp.	8	0.28
1 cup	192	6.8	7 1/4 tsp.	24	0.85
2 1/3 cups	454	16	5 Tbs.+ 2 tsp.	57	2.0
19 cups	3648	128.7	2 3/4 cups + 4 tsp.	454	16.0

→ Equivalent to 1 Pure Via bulk pack

For an easy-to-prepare collection of recipes featuring Pure Via all natural zero calorie sweetener, visit www.equalpurevia.com

For more information about Pure Via all natural zero calorie sweetener, contact your local Stratas Foods representative or call 1-888-658-1948



All Natural
Zero Calorie Sweetener