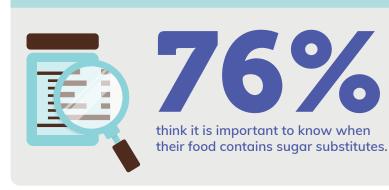
## Campaign for Sweetener Transparency

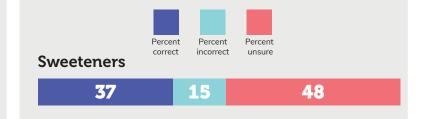
While once limited to use as tabletop sweeteners and ingredients in diet foods, sugar substitutes can now be found in a growing number of consumer products, including children's products.

New research shows consumers want more transparency around sweeteners.

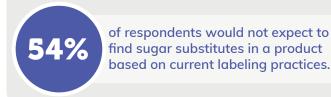
Consumers want to know what's in their food



But consumers struggle to identify sugar substitutes that are used in foods and beverages 63% of the time.

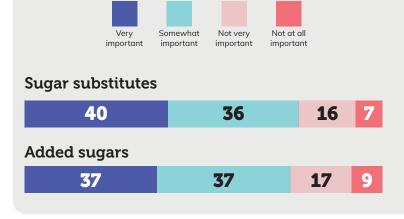


Food labeling is intended to help consumers make informed choices and the majority of consumers want more information about sugar substitutes than food labels currently provide.



of parents think it's important to know the **amount** of sugar substitutes in their children's food





## **Now You Know**

Information about sugar substitutes is just as important to consumers as information about added sugars.

It's time for complete #SweetenerTransparency on food labels.

