

Swiss Diet Launches Shugr, World's First Natural, Zero Calorie Sweetener



Zurich, Switzerland Mar 26, 2024 ([Issuewire.com](https://www.issuewire.com)) - Sugar enthusiasts rejoice this Valentine's Day as the Swiss Diet unveils Shugr, the world's pioneering natural, zero-calorie sweetener, catering to health-conscious consumers everywhere.

Shugr introduces a groundbreaking sugar substitute that not only mirrors the taste and functionality of sugar but also champions tooth-friendly attributes and promotes healthful digestion with its inclusion of prebiotic fiber. Following its successful debut in December, the demand for Shugr has surged, prompting its forthcoming availability in major health food and natural products stores starting March 2005, with plans for nationwide distribution across mass drug and food stores by year-end.

Crafted from a proprietary blend of erythritol, naturally occurring in various fruits and vegetables, and tagatose, enhancing sweetness and fortifying with prebiotic fiber, Shugr embodies a sweet sensation akin to cane sugar, sans the lingering aftertaste commonly associated with artificial sweeteners. The formulation of Shugr stands as a testament to innovation, boasting a patent-pending status, and earning recognition as Generally Recognized As Safe (GRAS) by the US Food & Drug Administration (FDA).

"Today's health landscape is fraught with concerns over high fructose corn syrup, sugar, and artificial sweeteners, all implicated in the escalating rates of obesity," stated Loren Miles, CEO of Swiss Research, Inc., the creator of Swiss Diet Shugr. "Shugr emerges as the beacon of health, offering consumers a natural, zero-calorie alternative, a veritable gift this Valentine's Day."

Unlike prevalent zero-calorie sweeteners reliant on synthetic ingredients such as sucralose and aspartame, Shugr presents an authentic alternative, marking a pivotal stride in combatting the obesity epidemic.

In light of a recent Associated Press report indicating potential shortages of sucralose, numerous food and beverage manufacturers are expressing keen interest in transitioning to Shugr. "The response from the industry has been overwhelming, signaling a shift towards embracing Shugr as the sweetener of choice," shared Mr. Miles. "Rest assured, Shugr stands ready to meet the demand."

Anticipated to grace the shelves of approximately 3,000 retail outlets, encompassing health food stores, natural product retailers, as well as mass drug and food chains in the first quarter of 2005, Shugr is poised for further expansion. Exciting developments loom on the horizon, with forthcoming distribution agreements with a prominent premium coffee house chain and licensing arrangements with esteemed beverage and confectionery enterprises.

For more information, please visit: Shugr Website <https://www.shugr.com>

About Swiss Diet:

The Swiss Diet is committed to pioneering innovative solutions that promote health and wellness. With a dedication to quality and consumer satisfaction, Swiss Diet endeavors to redefine the standards of dietary alternatives, exemplified by the revolutionary Shugr sweetener.

Watch the unveiling of the Swiss Diet Kit (<https://swissdietkit.com>) from Switzerland on YouTube:

<https://www.youtube.com/watch?v=vJoJUW3hmd8&t=70s>



STEP 1



Media Contact

Stefanie Gärtner

shugr@maildrop.cc

+41 791235784

Source : The Swiss Diet

[See on IssueWire](#)