



Granada, home of European stevia, the 21st century sugar with zero calories and diabetic friendly

Summary: A spin off Enterprise from the University of Granada is building the first factory that will produce ecological stevia in Europe. Stevia is a plant that comes from Paraguay whose extract is the most powerful natural sweetener in the world.

VTR:

This stevioside is a powerful sweetener that comes from this Paraguayan plant, stevia. A spin off enterprise from the University of Granada has started building the first factory in Europe producing ecological stevia.

TOTAL JOSÉ LUIS ROSÚA SteviGran

"It is the most powerful natural sweetener that exists. There are others with the same capacity but they are synthetic. We can say that this stevia's extract, which is called Steviol glycoside and that is the one that has been approved by the European Union for its consumption, is an additive that can be 400 times sweeter than sugar."

Three years ago this enterprise from Granada started commercializing its own sweeteners line, that unlike any others existing in the market, are elaborated with locally grown and not imported stevia. This extracting machine, the first in Europe, is the key for controlling the production. This is the prototype that was designed for investigation at the University of Granada but now they are constructing a better version for the future factory that will permit to have a large-scale production.

TOTAL ANDRÉS GARCÍA SteviGran

"It sweetens in the mouth but later it goes through the small intestine without being absorbed and that's why it is zero calories. That is the main advantage of stevia."

It is specially indicated for diabetics. Despite this, market studies indicate that just a five per cent of Spanish costumers have heard about this sweetener, that is sold in pharmacies and herb shops.

AMBIENTE

"The best of it is that it is sold either liquid or in pills"

TOTAL JOSÉ LUIS ROSÚA SteviGran

"Everybody thinks that it is going to be a revolution in the world of sweeteners."

Because for some people, it is already the twenty first century's sugar.

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