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New Portable Stevia, Monk Fruit, and Sucralose Sweeteners Now Available From Nevella® For Busy, On-The-Go Consumers

Heartland Food Products Group introduces the first truly portable liquid sweeteners. Nevella® Stevia *To Go*™, Monk Fruit *To Go*™, and Sucralose *To Go*™ portable liquid sweeteners make sweetening beverages more convenient than ever before.

INDIANAPOLIS, October 25th, 2012 – The Nevella® *To Go* brand brings innovation to the sweetener aisle by introducing the first portable liquid sweetener with Zero calories. New Nevella® *To Go*™ liquid sweeteners come in easy squirt bottles that are small enough to fit in your purse or pocket. This new liquid sweetener allows users to easily customize the amount of sweetness in their beverage and dissolves without the need to stir. Available in the most popular sweetener types including Stevia, Monk Fruit, or Sucralose.

Nevella® *To Go*™ debuts in the market with a \$1.00 off coupon available at www.nevellatogo.com which is redeemable at any Wal-Mart Supercenter nationwide with the purchase of any Nevella® *To Go*™ sweetener.

As Americans seek ways to reduce the amount of sugar they consume, Nevella® presents an innovative and practical solution that is natural and convenient for consumers. As reported in 2012, product launches containing natural sweeteners have tripled, according to information from Innova Market Insights. Also, sweeteners like Stevia have become part of the mainstream as a better substitute for sugar in beverages and various food products.

Each new Nevella® *To Go*™ sweetener – Stevia, Monk Fruit, and Sucralose contain zero calories and zero carbohydrates per serving. Nevella® *To Go*™ is poised to empower its consumers with a much needed solution to sweeten their favorite hot or cold beverage with a simple squeeze that dissolve instantly on-the-go!

For more information, visit www.nevellatogo.com

About Heartland Food Products Group

Heartland Food Products Group is a global leader in the production of liquid beverage enhancers as well as zero calorie sweetener products for the retail market. Heartland produces and markets both store brand and branded offerings in a wide variety of versions, flavors, and packaging formats. The company is headquartered in Carmel, Indiana with production facilities in Indianapolis, Indiana and the Netherlands.

SOURCE TC Heartland, LLC

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