

# Short n' Sweet



Newsletter  
July 2021

## International Molasses Introduces Powdered Sweetener Made from Fresh-Squeezed Cane Juice

**CaneRite™ Panela** is an all-natural, free-flowing powder sweetener made from the freshly squeezed juice of the entire sugar cane plant. Unlike conventional “raw sugar” products, CaneRite™ Panela is unrefined and non-centrifuged, so that it authentically and comprehensively retains all the cane plant’s original flavor and nutritional benefits.



Characterized by mellow notes of toffee and caramel, CaneRite™ Panela’s flavor profile delivers a satisfying, “sweet, but not too sweet” taste. Its nutritional profile is equally impressive: by keeping all nutrients inherent to the whole cane plant – including magnesium phosphorus, potassium, calcium, manganese, iron, and zinc – CaneRite™ Panela has five times the vitamins and minerals of raw sugar and is rich in antioxidants.

CaneRite™ Panela is an attractive sweetener option for a variety of food applications, including spices, BBQ and other sauces, cookies, bakery items, bars and confectionary items. For solids, CaneRite™ Panela offers excellent binding properties and a natural brown coloring with caramel notes. For all applications, it aligns with non-GMO and clean label ingredient claims increasingly popular with modern consumers.



CaneRite™ is Non-GMO verified and available Certified Organic.



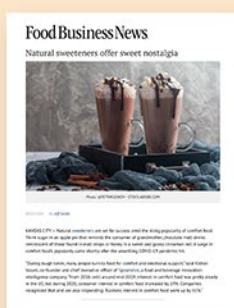
CaneRite™ Panela is sourced from sustainable farms in Ecuador that have been recognized for their development of innovative methods of organic farming. Officially known as the ReBird-Avez Project, the initiative fosters protection and propagation of native birds and insects – and utilizes these species to control pests, thereby allowing farmers to eliminate pesticide use.

## Company News



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*Snack Food & Wholesale Bakery*

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*Food Business News*

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## Upcoming Events

**August 17-19** – International Artisan Bakery Show & Pizza Expo Las Vegas, NA

**August 23** – So. California IFT Expo Anaheim, CA

**August 23-25** – ADI Distilling Show Louisville, KY

**September 22-24** – Pet Food Forum Kansas City, MO

**October 3-4** – Artisan Bakery & Pizza Expo East Atlantic City, NJ

**October 26-28** – Supply Side West/Food Ingredients Las Vegas, NA

**November 3** – IFT Expo Chicago, IL



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