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**Golden Gateway Traders.**

**(QUALITY FIRST)**

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Jaggery contains more nutrients than refined sugar because of its molasses content. Molasses is a nutritious by-product of the sugar making process, which is usually removed when making refined sugar. The exact nutrition profile of this sweetener can vary, depending on the type of plant used to make it

About 70% of the world’s jaggery production takes place in India, where it is commonly called “GURH”.

**Healthier Alternatives**

If you are simply replacing refined, white sugar in your diet, and not looking to lower your overall sugar intake, then jaggery is a good alternative.

* **Jaggery, a healthier alternative to sugar?**

Jaggery and white refined sugar have the same calorific value but because of its nutritional value, even diabetic patients can benefit from Jaggery use.

Jaggery, the desi substitute of sugar, is known for its many health benefits. It is used in various Indian dishes to improve the taste and texture of the dishes.

### **Nutritional value of jaggery**

Jaggery consists of 40-60% sucrose, 30-40% water, and 20-25% of inverted sugar.

**100gm** of jaggery contains about:

* 358 calories
* 27 mg sodium
* 453 mg potassium
* 0.22% calcium
* 32% iron
* 85 gm carbohydrates.

### **Health benefits of jaggery:**

**1. Prevents asthma and bronchitis**

**2. Rich in minerals**

**3. Better metabolism**

**4. Good for blood**

**5. Improves digestion**

**6. Eases the menstrual cycle**

**7. Good body cleanser**

### **8. Jaggery is good for lungs**

**Why Choose GGT SWAD Jaggery?**

**Traditional way of Organically Processing**

**Chemical Free**

**Sugar Free**

**In House Manufacturing**

**Competitive Pricing**

**No Added Colors**

* **Traditional way of Organically Processing**
* **Chemical Free**
* **Sugar Free**
* **In House Manufacturing**
* **Economical (Competitive) Pricing along with Quality Product**
* **No Added Colors**

Despite the awareness and organic movement in urban areas, not much has changed in the jaggery industry. Less than one per cent of jaggery unit owners have switched over to chemical-free jaggery production. But now, all of them are facing closures due to increased cost.

Even the economics of making organic jaggery work against the producers. “Few supply chemical-free jaggery to some units in Bengaluru. While they buy it for Rs 60 per kilogram at my unit, the same is sold for Rs 80 to Rs 120 per kilogram under the label of organic in Bengaluru. Only the middleman is benefited in this.

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