

# CADIZ FOOD AB



## Date Sugar

Date sugar is not sugar in quite the same way other types are, like those derived from cane or beets. It's merely made by dehydrating dates and grinding them up into a granulated-type sugar. Since it goes through minimal processing it contains all its nutrients and its high fibers content while providing that delicate sweet flavor.

Customer demand for healthier, enhanced foods is and manufacturers have to create line extensions and new products that support healthy lifestyles while meeting consumers' demand for great taste. This is where we feel date powder could help to replace sugar and to help manufacturers meet their customers' demands. By using date powder you not only reduce your sugar content but also increase your fruit content since in fact the powder is 100% date fruit, containing all the vitamins, minerals and fiber found in the fruit.

Reduce the sugar content with the added benefit of having a fruit ingredient add a healthy aura to your brand's position by using date powder

