

**No added sugar : why we never add sugar to Whole Earth products / Whole Earth Foods Ltd.**

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**PRODUCTS FROM WHOLE EARTH FOODS MADE WITH NO ADDED SUGAR:**

**PURE FRUIT SPREAD AND MARMALADE**  
Sweetened with nothing but fruit and apple juice. With half the calories of ordinary jam, these spreads are delicious with wholemeal toast.

**WHOLE EARTH ORGANIC CORN FLAKES**

Other corn flakes are made from refined corn that has had all the fibre and mineral-rich germ removed. Then sugar is added. We use organic corn, leave in all the fibre and germ, and lightly sweeten with apple juice. The result is like no other corn flakes - because nobody else does it the simple, 100% natural way that we do.



**WHOLE EARTH SPAGHETTI SAUCE**

High fibre foods like wholemeal pasta are rich in complex carbohydrates - this means that they provide starch in a form that is stored in the body's energy reserves, ready to be converted to glucose whenever the blood sugar level needs topping up. Replacing sugar with complex carbohydrates is the way to reduce the compulsive desire for a quick fix of sugar. Organic wholegrain pastas are a gourmet treat when you enjoy them with Italiano Spaghetti Sauce.



**WHOLE EARTH ALWAYS MEANS:**

- ★ NO ADDED SUGAR
- ★ NO PRESERVATIVES
- ★ NO ARTIFICIAL ANYTHING
- ★ NO HYDROGENATED FAT
- ★ NO ANIMAL DERIVATIVES
- ★ NO CRUELTY TO ANIMALS
- ★ ORGANIC WHENEVER POSSIBLE

Our attitude to health and diet is completely positive - we believe that your health is your greatest wealth, and that good food is the key to attaining and maintaining good health. You are what you eat!

Write to us for recipes:  
Whole Earth Foods Ltd., 269 Portobello Road,  
London. W11 1LR, ENGLAND

**WHOLE EARTH BAKED BEANS IN TOMATO SAUCE**  
Did you know that the average tin of baked beans contains about 12 teaspoonful of added sugar? By sweetening our baked beans with apple juice or grain syrup, and by using organic ingredients, we can offer a wholesome, high fibre ready meal that is economical, too.

**WHOLE EARTH TOMATO KETCHUP**  
Organic tomatoes and our special spice blend make this a ketchup that appeals to grown ups as well as kids. (Delia Smith lists it as one of the 5 essential ingredients that she always keeps in her kitchen.)

**FREE**  
PLEASE TAKE ONE



**NO ADDED SUGAR**

**WHY WE NEVER ADD SUGAR TO WHOLE EARTH PRODUCTS**



# 25 YEARS OF NO ADDED SUGAR

Since we founded Whole Earth Foods in 1967 we have never added sugar to any of our products.

## WHY IS OVERCONSUMPTION OF SUGAR UNHEALTHY?

1. Sugar is fattening.
2. Sugar causes tooth decay
3. Sugar weakens the immune system.
4. Sugar can cause diabetes.

Everybody likes a little sweetness. At Whole Earth we try to keep the use of any sweetener as low as we can, and we prefer the sweeteners that have the lightest effect on your blood sugar levels.

## WHAT IS SUGAR?

White sugar is made up of two simple sugars, glucose and fructose.

## GLUCOSE

Glucose is fast acting - it goes straight into the bloodstream, raising the blood sugar level. A very high blood glucose level can be fatal, so your body makes a hormone called **insulin** which brings the level down.

## FRUCTOSE

Fructose is slow acting, your body stores it and eventually converts it into glucose as needed.

## WHY WE USE APPLE JUICE INSTEAD OF SUGAR

At Whole Earth we pioneered the idea of using apple juice in place of sugar. Our Whole Earth Pure Fruit Spreads, Jams, and Marmalades were the very first ever to be made with nothing but fruit and fruit juice. We use apple juice because:

1. Apple juice is especially high in fructose
2. Apple juice **tastes** sweeter than sugar, so we can use less and still get a full sweet flavour.

## SO WHY IS SUGAR HARMFUL?

The normal level of glucose in the blood is 5 grams, or less than 1/5 of an ounce.

**n.b. This is only 2 teaspoons of blood sugar in your entire bloodstream.**

## WHAT HAPPENS WHEN BLOOD SUGAR IS HIGH?

If you eat sweets or sugary drinks the level of glucose in your blood quickly goes up. A bottle of glucose sweetened drink will triple or quadruple your blood sugar level within minutes. This puts a strain on your whole metabolism.

Your body reacts by flooding the bloodstream with insulin to bring the glucose level down to normal. After a while, the blood sugar level is back to a safe level - but the insulin is still there, taking the level lower and lower.

## WHAT HAPPENS WHEN BLOOD SUGAR IS LOW?

When your blood glucose level drops below the normal level of 2 teaspoonfuls, you develop:

1. FATIGUE,
2. DEPRESSION
3. HUNGER
4. A CRAVING FOR MORE SUGAR

## WHY DOES SUGAR MAKE YOU FAT?

It's hard to stop eating sugary foods once you start.

A lot of sugar is mixed with other foods, so when you eat a lot of sugar, you eat more fat and starch than you really need. A lot turns into body fat. The body's way of storing excess sugar is to convert it first to storable starch, and then into fat.

## WHAT IS SUGAR DIABETES?

Diabetics are unable to produce enough insulin to regulate the blood glucose level, although it is sometimes possible to control the level with careful diet and without taking insulin. This should only be done on medical advice.

## HOW CAN I CUT DOWN ON SUGAR?

In 1991 the Committee on Medical Advice (COMA) issued their report on diet. They recommended that a healthy diet should be:

LOW in sugar

LOW in Fat

HIGH in fibre.

HIGH in complex carbohydrates

From foods such as: brown rice, pasta, and wholemeal bread.

High fibre in the diet slows down the rate at which sugars are digested. Fibre also fills you up, so your appetite is reduced.

## WHAT ABOUT SUGAR AND TOOTH DECAY?

There is a direct relationship between the level of sugar consumption and the level of decay. Plaque-forming and decay-causing bacteria thrive on high levels of sugar consumption, causing gum disease and tooth decay.

## WHAT ARE THE ALTERNATIVES TO SUGAR?

The ideal substitutes for sugar are slow-acting sweeteners such as apple juice, malt, and grain syrups. Fresh and dried fruit also provide more slowly-absorbed sweetness. The best thing is to educate your tastebuds to appreciate the subtle sweetness of lightly sweetened foods. Enjoy the real flavour of food, not the overpowering sugary sweetness that characterises food designed to encourage a sweet tooth.