



CLABBER GIRL

Since 1850

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**Home baking for the holidays can be both sweet and sugar-free**  
*Clabber Girl Sugar Replacer for Baking™ tastes and bakes just like sugar, cup-for-cup*

TERRE HAUTE, Ind. – You’ve heard the experts give tips on making the holidays *stress-free*, but has anyone ever told you how you can also make them *sugar-free*? If you’re a home baker who wants to enjoy the taste, texture and sheer beauty of holiday goodies – but you also want to bake sugar-free – Clabber Girl Corporation has good news for you.

From cookies to cakes and pies to peanut brittle, a revolutionary new product, Clabber Girl Sugar Replacer for Baking™ allows home bakers to make sugar-free baked goods that bake up with the same great taste and texture as they would if they were made with actual sugar. In addition, Clabber Girl Sugar Replacer for Baking™ has 70 percent fewer calories than sugar and is as easy to use as sugar in your favorite recipes; it measures equally, cup-for-cup.

Clabber Girl Sugar Replacer for Baking™ is available online at [www.clabbergirl.com](http://www.clabbergirl.com). The web site also features a variety of sugar-free recipes using Clabber Girl Sugar Replacer for Baking™.

“Holiday baking is a cherished tradition for many people, but for a long time, consumers wanting to eliminate sugar or reduce calories in their favorite baked goods have been unable to find a product that tastes and responds like sugar in their recipes,” said Eric Gloe, vice president of sales and marketing for Clabber Girl. “Years of research and testing went into Clabber Girl Sugar Replacer for Baking™ so we could give home bakers a sugar replacer that truly works just like sugar.”

**Baking is believing**

“When I was first given the opportunity to try this product, I was skeptical. I’d baked with other sugar replacers and had disappointing results,” said Nancy Younce of Sevierville, Tenn. Younce was one of 275 home bakers given samples of Clabber Girl Sugar Replacer for Baking™ to try in their recipes of choice earlier this year. “When I used other brands, my baked goods were flat, heavy, hard and never reached their full height.”

Younce and her husband both have diabetes and are following a diabetic diet, but love baked goods. They had all but given up on sugar-free baking when Clabber Girl Sugar Replacer for Baking™ came along. “I couldn’t believe it when I tried it in my grandmother’s coconut pound cake recipe,” exclaimed Younce. “It was absolutely beautiful, baking up as high and fluffy as it would have with sugar. Then, when we tried it and it tasted like it had been made with sugar, we knew we finally had a winner!”

Clabber Girl Sugar Replacer for Baking™ contains SweetDesign™ sugar replacer from Cargill.

Founded in 1850, Hulman & Co. is America’s largest producer of national-brand retail baking powder. Its **Clabber Girl** brand is one of the oldest and most trusted trademarks in the United States. For more than 150 years, the company has earned the trust of home cooks and culinary professionals alike, with food products ranging from coffee to gourmet baking mixes. In the past, the company has focused on its core business of baking powder. Recently it has expanded its offerings to include a broader range of cooking and baking ingredients, as well as some specialty mixes and custom leavening systems, establishing Clabber Girl as its flagship brand.  
[www.clabbergirl.com](http://www.clabbergirl.com)

Cargill is an international provider of food, agricultural and risk management products and services. With 158,000 employees in 66 countries, the company is committed to using its knowledge and experience to collaborate with customers to help them succeed. For more information, visit <http://www.cargill.com>.