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Truvia Brand Portfolio Expands with New Allulose Plus Stevia Sweetener & Monk Fruit Sweetener

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Truvia, the plant-based sweetener brand rooted in great-tasting sweetness without sacrificing balance, today announced the launch of Truvia Allulose Plus Stevia Sweetener & Monk Fruit Sweetener, a new tri-blend sweetener designed to deliver the taste consumers want from sugar, with zero calories per serving.

By combining allulose, stevia sweetener, and monk fruit extract, the new sweetener offers a smooth, well-rounded flavour profile with significantly reduced bitterness and aftertaste. The versatile blend measures 1:1 like sugar, making it easy to use across coffee, beverages, baking, and everyday recipes without complicated conversions.

"As consumers continue looking for ways to reduce sugar without compromising taste or convenience, we saw an opportunity to create a more complete sweetening solution," said Brian Tockman, Senior Director, Consumer Brands at Cargill. "Truvia

Allulose Plus Stevia Sweetener & Monk Fruit Sweetener builds on the brand's leadership in plant-based sweeteners while delivering a more advanced, multi-functional solution. It simplifies the experience by replacing multiple sweeteners with one product, offering a 1:1 sugar replacement and zero calories per serving for both convenience and performance in a single, versatile product."

The new tri-blend is carefully formulated to balance sweetness, taste, and functionality. Allulose contributes a sugar-like taste and enables browning and caramelisation, while stevia sweetener and monk fruit extract enhance sweetness without adding calories. Together, the ingredients create a balanced sweetening experience designed for consistent performance in both hot and cold applications.

Truvia Allulose Plus Stevia Sweetener & Monk Fruit Sweetener is now available at Target and will continue to roll out at Albertsons, Kroger and your favourite grocery retailers this summer.