



Looking at Some Claims about Agave Sweetener

Over the past few weeks several articles, blogs, and news reports have purported to ‘dispel the myth of agave’ and ‘set the record straight’. The problem is that some of these claims and controversy about agave include preposterous generalities, and others contain confusing, inaccurate or false information. Unfortunately, the result has been even more confusion, and that’s the last thing that a health conscious company like ours wants to see. Because of this, we feel it is necessary to provide the accurate and balanced information that these reports have lacked.

First is the comparison between High Fructose Corn Syrup (HFCS), table sugar, and Agave. Claims that Agave has more fructose than even these embattled sweeteners are slanted generalities at best. While we can’t defend all Agave products, we can certainly defend our Ultimate Superfoods Agave Nectar and our new Ojio 100% Organic Clear Agave Nectar. First, the facts:

- The average serving of table sugar is made up of 50% Fructose and 50% Glucose.
- The average serving of HFCS is made up of 55% Fructose and 45% Glucose.
- Ultimate Superfoods and Ojio 100% Organic Clear Agave Nectar are made up of 48-49% Fructose and between 4.9% and 8.4% Glucose.

When you see the facts laid out, a few things become very clear.

- Our Agave Sweetener is clear, 100% organic, and naturally produced.
- Ultimate Superfoods and Ojio 100% Organic Clear Agave Nectar have significantly less Glucose than other sweeteners, while also maintaining lower levels of Fructose.
- If you add it up, you’ll see that Agave’s comparative ingredients don’t total 100% like HFCS and table sugar.
- This leads us directly to the next benefit of our Clear Agave Nectar: Inulin. Inulin does not increase blood sugar levels. 40 to 45% of the weight of Agave sweetener is comprised of this fantastic ingredient. This is why people suffering from Diabetes have such a keen interest in Agave sweeteners. And because Inulin is not digested in the stomach it promotes the growth of beneficial intestinal bacteria and is considered to be a prebiotic.

While it is considered a Fructan and classified by some as fructose, Inulin is an indigestible fiber that passes through your digestive tract intact until reaching the colon where it is finally metabolized. It is also the factor that HFCS proponents conveniently leave out of their equation.

For those of you who may still have a healthy level of skepticism about Agave’s differences and benefits, we are happy to supply you with our scientific testing. When we say something about our product, not only is our personal integrity at stake, but also we can prove it. We take tremendous pride in offering the world’s most beneficial foods.