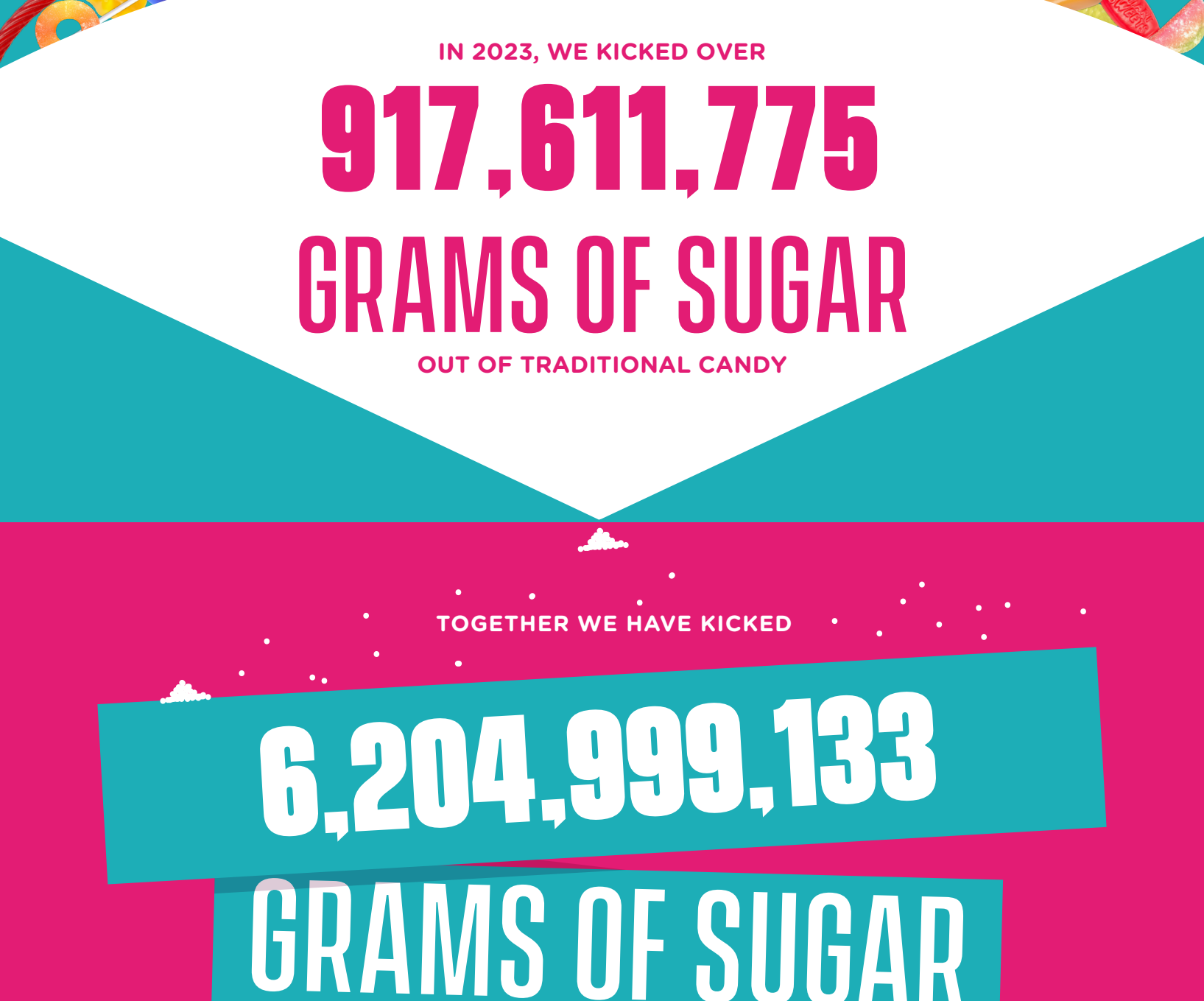




2023 IMPACT REPORT

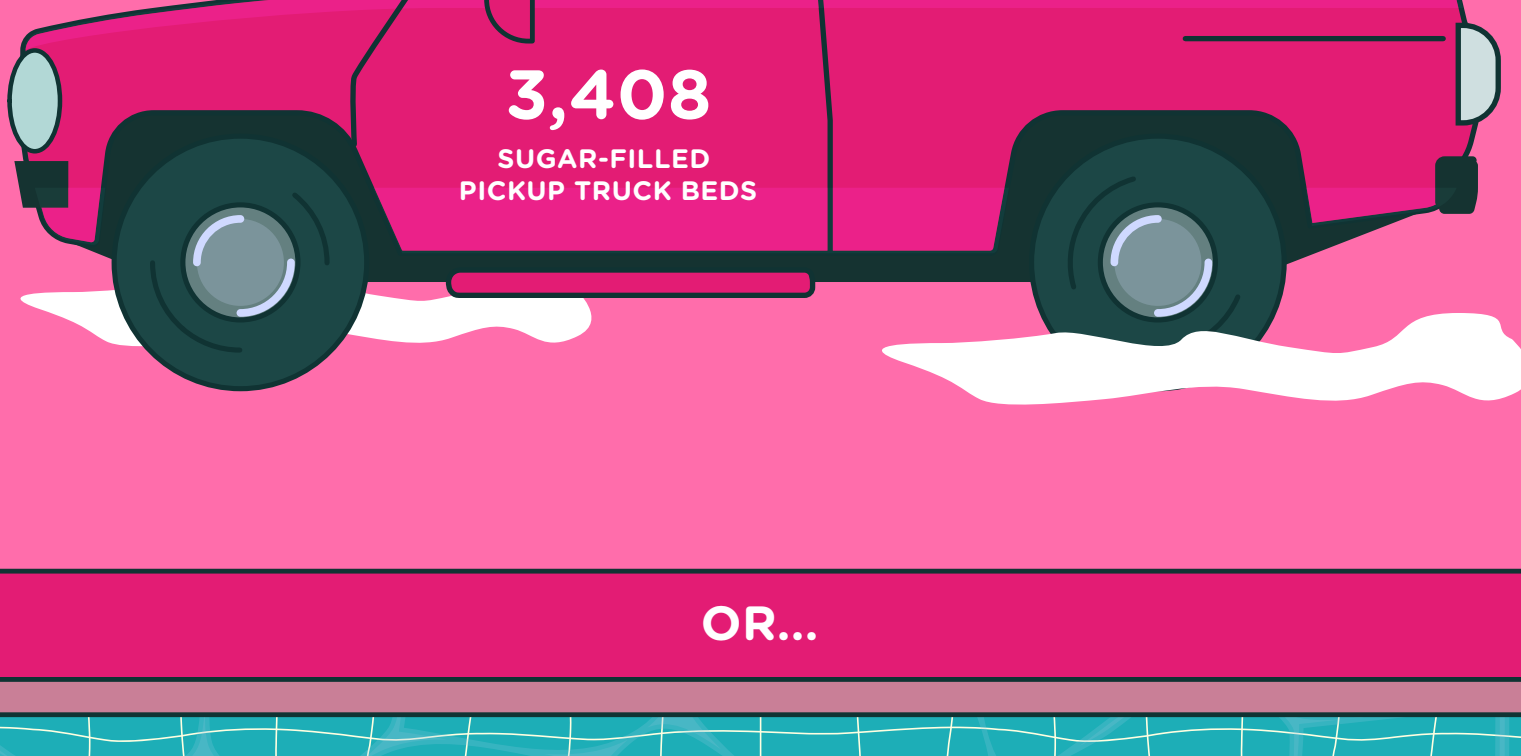
TOGETHER WE ARE ON A MISSION TO
KICK SUGAR KEEP CANDY!



IN 2023, WE KICKED OVER
917,611,775
GRAMS OF SUGAR
OUT OF TRADITIONAL CANDY

TOGETHER WE HAVE KICKED
6,204,999,133
GRAMS OF SUGAR
OUT OF TRADITIONAL CANDY SINCE OUR LAUNCH ON JULY 17, 2016!

THAT'S APPROXIMATELY



OR...

160 SUGAR-FILLED SWIMMING POOLS

WE ARE TACKLING ONE OF THE MOST CONCERNING HEALTH ISSUES IN THE PACKAGED FOOD INDUSTRY TODAY

EXCESSIVE & HIDDEN SUGARS

THE AVERAGE AMERICAN CONSUMES

17 TEASPOONS
OF SUGAR
PER DAY

MORE THAN 3x TIMES THE RECOMMENDED AMOUNT
- American Heart Association, n.d.



The WHO ideal sugar intake recommendation is 5% of your daily calorie intake. For an adult of an average BMI, that works out to about 6 tsp (or 25g) of sugar per day.
WORLD HEALTH ORGANIZATION, 2016

EXCESSIVE SUGAR REDUCTION IS THE NEW NORM

72% of consumers are trying to reduce sugar

International Food Information Council Survey, 2022

Added sugar is hidden in **74%** of packaged foods - even in savory foods you wouldn't expect like pasta, ketchup or bread.

UCSF SugarScience, 2018

SmartSweets is committed to making the delicious candy you know and love with **85-92%** less sugar per 50g versus the leading traditional candy equivalent.

By reducing sugar in the candy aisle, we are raising the larger question: **why is there so much excessive and hidden sugars in our packaged foods today?**

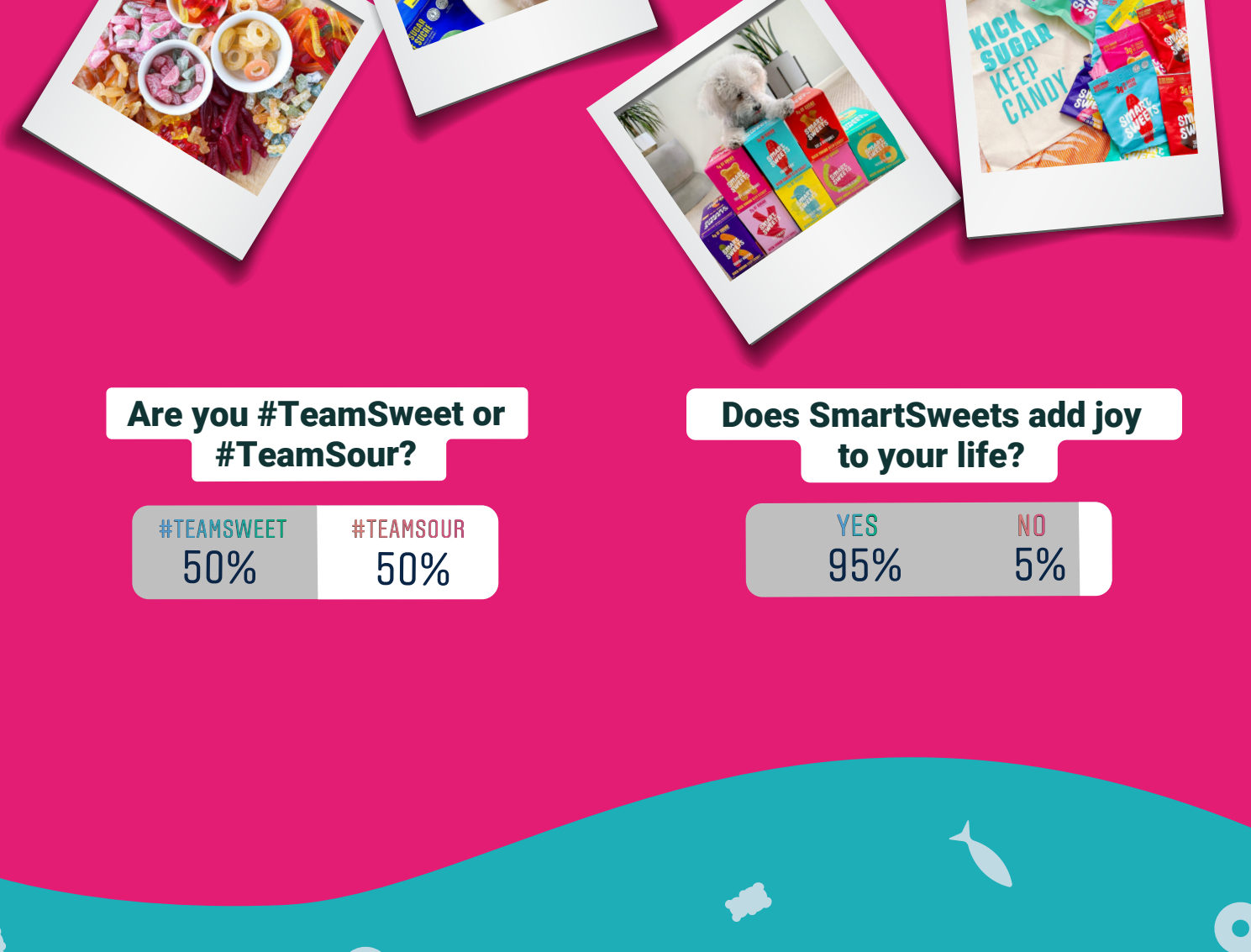
#KICKSUGAR CANDY IS NOW AVAILABLE IN

50,000+ STORES
ACROSS NORTH AMERICA



THE SMARTSWEETS COMMUNITY

WE ARE SO GRATEFUL TO HAVE YOU A PART OF THE MISSION TO KICK SUGAR, KEEP CANDY! WE LOVE SEEING YOUR SWEET PICTURES AND CREATIONS.



Are you #TeamSweet or #TeamSour?

#TEAMSWEET 50%

#TEAMSOUR 50%

Does SmartSweets add joy to your life?

YES 95%

NO 5%



KICK SUGAR KEEP CANDY

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