

LIVA™



LIVA date sugar is a **pure, organic, all-natural** and **versatile** whole food sugar alternative to traditional sweeteners made from **just two ingredients – whole dehydrated raw organic dates and love.**

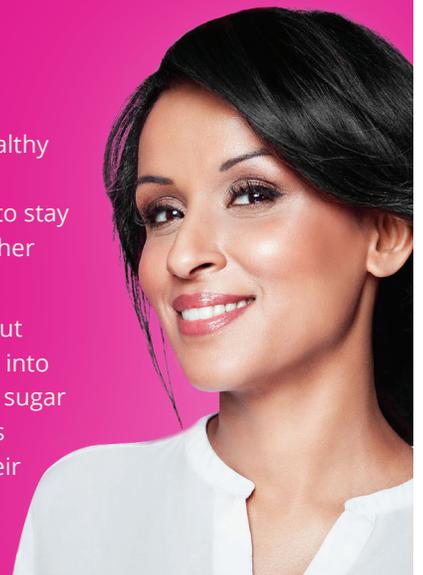
LIVA date sugar was developed for those who love sweetness in their food and drinks but who do not want the negative effects of refined sugar. **It is lower in calories than traditional sweeteners** like refined white sugar and also contains 1g of fibre per 5g serving.

- **LIVA is socially conscious** – using only the finest and ethically sourced dates, which are processed with minimal manipulation, yielding a superior product.
- **LIVA is a Canadian** – family owned and operated business passionately dedicated to creating a product that tastes great and leaves the earth a little better along the way.
- **LIVA is versatile** – cooking, baking and enjoying your favourite hot or cold beverage with LIVA allows you to enjoy some of life's simple pleasures without compromising healthy eating habits.

BRAND BACKGROUND

Founder, Lubaina Rakla, created LIVA out of a personal necessity and desire to find a healthy organic and whole-food alternative to traditional sugar and sweeteners. In 2013, while pregnant with her third child, she was diagnosed with gestational diabetes and was told to stay away from sweets. A few months after giving birth, she was warned that she was at a higher risk of developing diabetes, preventing her from eating any foods with sugar.

Although her sister, a professional baker, attempted to create baked goods for her without sugar, she felt that something was missing. It was not until she began extensive research into healthy sugar alternatives that she discovered date sugar, hailed as one of the healthiest sugar alternatives and recommended for people looking to reduce their sugar intake. From this discovery she decided to create a product that would allow more people to indulge in their favourite recipes without feeling like they missed out on the sweet moments of life.



 **MADE IN CANADA**

For more information & sweet recipe Ideas contact:
Mary Aloia, Harbinger | 516.960.5100 x264 | maloia@harbingerideas.com

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KEY Q&A'S



Q. What is LIVA? (Does it contain additives?)

- A.**
- LIVA is a whole food sugar alternative to traditional sweeteners made from just two ingredients – whole dehydrated raw organic dates and love.
 - LIVA contains no additives.

Q. Where are the ingredients?

- A.** The organic dates used in LIVA are ethically sourced and grown in Algeria and Tunisia, processed in California and packaged in Canada.

Q. Why LIVA? (Is it gluten-free / GMO-free / vegan / kosher?)

- A.** LIVA is vegan/vegetarian-friendly, non-GMO, gluten-free and kosher. It contains 1g of fibre for every 5g serving.

Q. What is the calorie/carb content in LIVA?

- A.** LIVA contains 15 calories and 3.6g of carbohydrates per 4g serving.

Q. How do I store LIVA?

- A.** Store LIVA like you would store any other sugar or powder sweetener.

Q. Does LIVA have a shelf life?

- A.** Once opened LIVA has a shelf life of eighteen months.

Q. How can I use LIVA? Can I use it in baking?

- A.**
- LIVA is a versatile whole food sugar alternative that can be used in the same way as regular sugar. Use it in any recipe – sweet or savoury – or to sweeten your hot or cold beverage.
 - LIVA works brilliantly for baking. We suggest starting with a 1:1 LIVA/sugar substitution ratio, which can be adjusted according to taste or the type of baking.
 - You can find more information and recipe ideas at livafoods.com.



Q. Will LIVA dissolve completely?

A. While LIVA date sugar dissolves better than many other date sugars, you may still find a little bit of residue in the bottom of your beverage, which is simply some of the naturally occurring fibre that is an inherent part of the nutritional goodness of our product. You won't notice this at all when using the product in your baked goods.

Q. Where can I buy LIVA? What formats does it come in?

- A.** a. LIVA products are available in (Sobey's and Loblaws) at Amazon.ca, at Well.ca and on our website livafoods.com
b. LIVA is available in canisters and individual dissolvable sachets.

Q. How Does LIVA compare to other sweeteners?

A. LIVA is lower in calories than many other sweeteners like refined white sugar and brown sugar and also contains 1g of fibre in every 5g serving.



LIVA DATE SUGAR
15 Calories / 3.6 g
of Carbohydrates
(per 4 g serving)



REFINED WHITE SUGAR
16 Calories / 4 g
of Carbohydrates
(per 4 g serving)



COCONUT SUGAR
15 Calories / 4 g
of Carbohydrates
(per 4 g serving)



HONEY
22 Calories / 5.3 g
of Carbohydrates
(per 4 g serving)

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LUBAINA RAKLA, Founder of LIVA



CREATING LIVA ON A FOUNDATION OF GOODNESS, SIMPLE INGREDIENTS

Founder, Lubaina Rakla, created LIVA out of a personal necessity and desire to find a healthy organic and whole-food alternative to traditional sugar and sweeteners.

In 2013, while pregnant with her third child, she was diagnosed with gestational diabetes and was told to stay away from sweets. A few months after giving birth, she was warned that she was at a higher risk of developing diabetes, preventing her from eating any foods with sugar.

Although her sister, a professional baker, attempted to create baked goods for her without sugar, she felt something was missing. Depriving herself of sugar was also frustrating and challenging.

This struggle inspired her to begin extensive research into healthy sugar alternatives, eventually discovering date sugar, hailed as one of the healthiest sugar alternatives and recommended for people looking to reduce their sugar intake.

From this discovery Lubaina decided to create a product that would allow more people, seeking healthy, organic, whole food alternatives, to indulge in their favourite recipes, guilt-free, without feeling like they missed out on the sweet moments of life.

Still, one small challenge remained - date sugar was only available in the United States. Determined to bring date sugar to Canada so she could share its benefits and great taste, Lubaina put the wheels in motion that would bring LIVA to life.

Today, LIVA remains a Canadian, family-owned and operated business offering products created from Lubaina's vision on a foundation of goodness, simple ingredients (whole, ground dehydrated dates and love) and on a belief that life is a little sweeter with LIVA.

Lubaina

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LIVA DATE SUGAR - FACTS



ENJOY LIFE'S SWEET MOMENTS WITHOUT COMPROMISING HEALTHY EATING HABITS

LIVA date sugar is a pure, organic, all-natural and versatile whole food sugar alternative to traditional sweeteners made from just two ingredients – whole dehydrated raw organic dates and love. It was developed for those who love sweetness in their food and drinks but who do not want the negative effects of refined sugar.

NUTRITION

- LIVA is lower in calories than many other sweeteners like refined white sugar. It contains 15 calories and 3.6g of carbohydrates per 4g serving.
- Every 5g of LIVA contains 1g of fibre.
- LIVA is organic, vegan/vegetarian friendly, non-GMO, gluten-free and kosher
- LIVA contains no additives.
- One study shows that on average, date sugar has more antioxidants than cane sugar, honey, maple syrup or agave.¹



USE IN COOKING, BAKING & BEVERAGES

- LIVA can be used in the same way as regular sugar, in any recipe – sweet or savoury, in baking or to sweeten hot or cold beverages.
- For baking, we suggest starting with a 1:1 LIVA/sugar substitution ratio, which can be adjusted according to taste or the type of baking.

1. <https://pubmed.ncbi.nlm.nih.gov/19103324/>.



FINEST, ETHICALLY-SOURCED DATES

- LIVA is socially conscious – using only the finest organic and ethically sourced dates, which are grown in Algeria and Tunisia and then processed in California with minimal manipulation yielding a superior product.
- LIVA is packaged in Canada.

STORING LIVA

- LIVA is stored like any other sugar or powder sweetener. Once opened it has a shelf life of eighteen months.

FAMILY-OWNED & OPERATED

- LIVA is a Canadian, family-owned business passionately dedicated to creating a product that tastes great and leaves the earth a little better along the way.
- LIVA was created by founder, Lubaina Rakla, on a foundation of goodness, simple ingredients (whole, ground dehydrated dates and love) and on a belief that life is a little sweeter with LIVA.



FORMATS & AVAILABILITY

- LIVA is available in canisters, 1 kg bag and individual dissolvable sachets.
- LIVA products are available at Sobey's and Loblaws stores, and online at Amazon.ca, Well.ca and the LIVA website - livafoods.com.
- Also available in many local health grocery stores, see livafoods.com for full listing.

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