



All the sweetness without the side effects.

As sweet as maple syrup is, it nonetheless ranks low on the glycemic index (GI)—a scale that grades foods on how they affect blood-sugar levels, with acceptable levels starting at GI 55 or lower.³

With a GI of just 54—compared to cane sugar at 58 or corn syrup at 75—maple syrup is the ideal sweetener for those watching their sugar intake, people on low-sugar diets and even diabetics.

Counting calories? The benefits of maple syrup add up.

Other sweeteners top maple syrup in only one category: calories. Despite its rich taste and texture, maple syrup contains fewer calories than most other sugars and syrups on the market.

Calories

	Per 60 ml
Maple syrup	202
Cane sugar	217
Molasses	244
Corn syrup	246

Sweet news

Native Americans were the first to recognize maple sap as a source of energy and nutrition. To make maple syrup, they would throw hot stones into a bucket of sap, or let it freeze overnight and remove the layer of ice to reveal the syrup underneath.



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1. Li, L.; Seeram, N.P. Quebecol, a novel phenolic compound isolated from Canadian maple syrup. Journal of Functional Foods. 2011, 3, 125-128.
2. The Secret Fifth Flavor, ABC 7 News, Sylvia Perez, WLS-TV Chicago, November 4, 2010.
3. Glycemic Index database, University of Sydney.



Discover the sweet science

behind nature's original, healthy sweetener:
100% pure, Canadian maple syrup.

Unlike many syrups and sugars, maple syrup is **100% natural** and completely unrefined—retaining all the sap's nutritional elements as it's transformed into syrup. Best of all, maple syrup is made up of **vitamins** and **nutrients** that are an essential part of a daily diet.



Breaking news!

In early 2011, Dr. Navindra Seeram of the University of Rhode Island announced the findings of his 2-year study¹ on pure, Canadian maple syrup. The results? Maple syrup may well be **the next superfood!**

Here are just some of Dr. Seeram's findings:¹

- Maple syrup contains **54 disease-fighting antioxidants**—double the amount previously reported. Many of these antioxidants contain **anti-cancer, anti-inflammatory and anti-diabetes properties.**
- Dr. Seeram's team discovered **5 new antioxidants** found nowhere else in nature, making maple syrup a food unlike any other in the world.
- Maple syrup from Canada contains polyphenols—beneficial compounds that are also found in berries, tea, red wine, and flaxseed. The polyphenols in maple syrup could help **keep blood-sugar levels in check**—and may even prove to be beneficial to people with diabetes.
- Maple syrup is one of the **healthiest sweeteners** available due to its range of healthy compounds.

Sweet news

Quebec is the world's largest producer of maple syrup, generating 80% of the global supply. In fact, on any given year the province can produce between 50 and 100 million pounds of maple syrup. Maple syrup is an integral part of Quebec culture, which also makes the province a Mecca of innovation when it comes to creating new products from the sweet stuff, including maple butter, confectionary, vinegar, concentrates, chunks, sugars, and more.



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Maple syrup packs a powerful umami punch.

Not only does maple syrup have a distinctly unique taste, its flavour profile is also one of a kind. Unlike other sweeteners, maple syrup isn't classified as tasting "sweet," but rather **"umami"**—meaning **savoury and wholesome**.

Because it's rich in amino acids and nucleotides, maple syrup produces a satisfying, full-mouth taste with unique health benefits:²

- It helps you feel satiated—and when you feel more satisfied, you tend to eat less.
- It also delays hunger, interacting with taste receptors in the mouth and stomach to make you feel full while satisfying your craving for something sweet.

Nutrition facts

Per 60 ml or 1/4 cup	Maple syrup		Maple sugar		Honey		Cane sugar		Corn syrup		Table syrup	
	Qty	%DV	Qty	%DV	Qty	%DV	Qty	%DV	Qty	%DV	Qty	%DV
Calories	202		210		260		217		246		250	
Fat	0 g		0 g		0 g		0 g		0 g		0 g	
Carbohydrates	53 g		55 g		71 g		57 g		61 g		66 g	
Sugar	53 g		55 g		71 g		57 g		61 g		66 g	
Protein	0 g		0 g		0 g		0 g		0 g		0 g	
Sodium	1 mg	0%	1 mg	0%	2 mg	0%	0 mg	0%	2 mg	0%	0 g	0%
Potassium	160 mg	5%	173 mg	5%	45 mg	1%	1 mg	0%	0 mg	0%	0 g	0%
Calcium	56 mg	5%	60 mg	5%	5 mg	0%	0.6 mg	0%	0 mg	0%	0 g	0%
Magnesium	16 mg	4%	17 mg	4%	2 mg	1%	0 mg	0%	0 mg	0%	0 g	0%
Manganese	2 mg	100%	2 mg	100%	0.07 mg	3%	0 mg	0%	0.08 mg	0%	0 g	0%
Riboflavin	0.6 mg	37%	0.6 mg	37%	0.03 mg	2%	0.01 mg	1%	0.01 mg	0%	0 g	0%
Zinc	1.6 mg	11%	1.6 mg	11%	0.2 mg	2%	0 mg	0%	0.02 mg	0%	0 g	0%

Legend: Excellent source of Source of

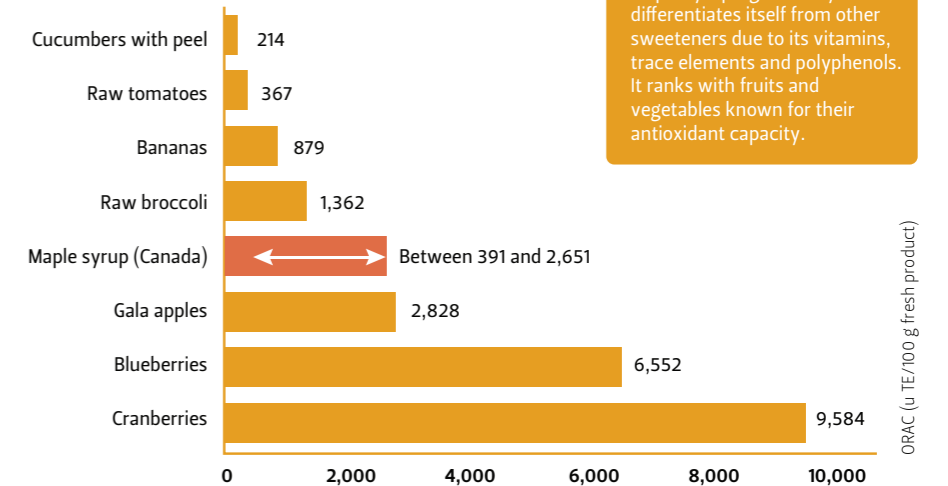
*DV: The daily value is the amount deemed sufficient to meet the daily needs of a majority of healthy individuals.

Sweet news

Because the unique umami flavour of maple syrup enhances the feeling of satisfaction, we tend to eat less when maple syrup is used in a recipe!

Give your immune system a boost with antioxidant-rich maple syrup.

Oxygen Radical Absorbance Capacity (ORAC) of maple syrup vs. fruits and vegetables



Sources: 1. USDA National Nutrient Database for Standard Reference, <http://www.nal.usda.gov/foodcomp/search/>.
2. Federation of Quebec Maple Syrup Producers.



Sweet news

Take a look at a typical bottle of table syrup and what do you find? Unhealthy additions such as high-fructose corn syrup, salt, colouring, and artificial flavours.

There's only one ingredient in our maple syrup: 100% Canadian maple syrup, pure and simple.

Pour on the goodness of pure maple syrup.

Just 60 ml (1/4 cup) of maple syrup contains:

- 100% of your daily value (DV) of manganese, which helps keep bones strong and healthy and is necessary for normal brain and nerve function.
- 10 to 38% of your DV of antioxidants—that's as much as a red apple, a banana or broccoli. Antioxidants boost your immune system and significantly lower your risk of disease.
- 5% of your DV of calcium and potassium, which maintain strong bones and lower your risk of high blood pressure.
- 4% of your DV of magnesium, the nutrient that strengthens bones and relaxes nerves and muscles.
- 37% of your DV of riboflavin, also known as vitamin B2, which protects cells and helps give you energy.
- 11% of your DV of zinc, which boosts your immune system and helps balance blood sugar.



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