



The natural choice for mindful guests.

For guests who want a touch of sweetness for their beverages without anything artificial, premium Sugar In The Raw® turbinado cane sugar is an important option to offer. Its large, amber-colored crystals deliver a rich molasses flavor that conveys quality with each beverage it is served.

The Right Brand

Sugar In The Raw® is the #1 brand of turbinado sugar away from home¹, outselling the nearest competitor nearly 8-to-1.¹ From trusted, recognizable branding to the premium appeal of amber-colored crystals, Sugar In The Raw satisfies guests from service to sip.



ON-TREND NATURAL
SWEETENER

DISTINCTIVE
TASTE, TEXTURE
AND APPEARANCE

GLUTEN-FREE, KOSHER
AND VEGAN CERTIFIED

NON-GMO PROJECT®
VERIFIED*

The Right Format



Single-serve packets put guests at ease, especially as 76% say that food safety will matter more to them after the COVID-19 pandemic.² Continue to deliver the customized beverages your guests seek while minimizing the possibility of cross-contamination!

Sugar In The Raw
turbinado sweetener
delivers equal sweetness
teaspoon for teaspoon
as cane sugar!



Nutrition Facts

Serving Size 1 Packet (5g)

Amount Per Serving

Calories 20

% Daily Value*

Total Fat 0g **0%**

Sodium 0g **0%**

Total Carbohydrate 5g **2%**

Sugars 5g

Protein 0g **0%**

Not a significant source of calories from fat, saturated fat, dietary fiber, vitamin A, vitamin C, calcium and iron.*Percent Daily Values (DV) are based on a 2,000 calorie diet.

INGREDIENTS: TURBINADO SUGAR

ITEM CODE	DESCRIPTION	CASE PACK	GROSS WEIGHT (LB)
4480050311	2lb Sugar In The Raw Box	2lb/ 12pk	25.6
4480050315	25lb Sugar In The Raw Bulk	25lb/ 1ct	26.1
4480050319	4.5g Sugar In The Raw Dispenser	200ct/ 2pk	5.5
4480050390	4.5g Sugar In The Raw	400ct/ 1pk	5
 4480050400	4.5g Sugar In The Raw	1,200ct/ 1pk	15



Earn points toward a variety of merchandise with select In The Raw® sweetener purchases. Learn more at foodservicerewards.com

For more sweet solutions visit smuckerawayfromhome.com/sweeteners or call your representative today.

*Non-GMO Project® is verified registered trademark of The Non-GMO Project.

¹NPD supply track 12 months ending December 2018

²Datassential, COVID-19, Money Matters, 4/16/20

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THE J.M. SMUCKER CO

Away From Home