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## **HOW SWEET (AND FREE) IT IS**

*New “Pink Packet Poll” Reveals that the Wealthy and Young Are Most Likely to Steal Packets of Sweet ‘N Low*

BROOKLYN, NY (September 27, 2005) – It’s not your grandma stuffing packets of Sweet’N Low in her purse anymore. The “Pink Packet Poll” out this week from Sweet’N Low\* discovers that young people are more likely than older people to lift the famous pink packets from restaurants. And, in an unexpected twist, the survey also shows that the higher a person’s household income is, the more likely he or she is to “borrow” the ubiquitous packets, which retail for approximately two cents each.

The survey found that 56% of adults have taken, or know someone who has taken, a packet of Sweet’N Low® Zero Calorie Sweetener from a restaurant, coffee shop or other location. Of those who have taken packets themselves, the majority (59%) have done so to have it on hand when they need it, while almost one in four (22%) do it just because restaurants make them available. The survey also looked at where people stash their pink packets. Results showed that women are more likely to keep a supply of Sweet’N Low packets in their purse or wallet, while men are more likely to stockpile them in their car.

Sweet’N Low, the number one selling packet sweetener in the U.S., has been an American staple for nearly 50 years. More than 33 million packets of Sweet’N Low are used every day, far exceeding any other brand of sweetener. Nonetheless, everyone knows someone who has taken packets from restaurants, coffee shops and other places they are offered.

“Through the years we’ve gotten so many stories from people telling us about their connection to Sweet’N Low – particularly stories about people taking packets home from places where they’re available for free,” said Jeff Eisenstadt, President of Cumberland Packing, the makers of Sweet’N Low. “We conducted the ‘Pink Packet Poll’ to get a better sense of who was taking packets and why.”

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\* Survey conducted by Leafin Associates July 15 - 18, 2005 among a national Internet population of 1,050

According to the poll, where there's a pink packet, there's an open purse or pocket.

- Young people are the biggest culprits. Adults aged 25 to 34 (57%) were more likely to take packets than those over age 55 (54%).
- The more money you make, the more likely you are to take Sweet'N Low. Sixty-seven percent of those who earn \$75,000 to \$100,000 have taken a packet from a restaurant or coffee shop, while less than half (47%) of people who earn less than \$25,000 have taken Sweet'N Low.
- Those in the Northeast (33%) are much more likely than other regions of the country to help themselves to Sweet'N Low.
- Why do people take packets they could easily purchase? Most people take them so that they'll always have one when they need it. But people on the West coast are more likely than the rest of the country to justify their behavior by saying they take it just because 'restaurants make them available.' Better watch the silverware out there.

"We're flattered that people love Sweet'N Low so much," said Eisenstadt. "It's funny to learn that most of the 'culprits' have higher incomes, since Sweet'N Low costs less than any other packet sweetener."

Although newer sweeteners have entered the market, tens of millions of Americans still choose Sweet'N Low as their preferred sweetener, keeping it number one in American kitchens, restaurants and coffee shops. Sweet'N Low has no calories and is the least expensive artificial sweetener on the market.

### **About Cumberland Packing Corp.**

Cumberland Packing Corp., the manufacturer and marketer of Sweet'N Low<sup>®</sup> Zero Calorie Sweetener, is headquartered in Brooklyn, New York. Sweet'N Low's ubiquitous pink packet was introduced to consumers nearly 50 years ago. It continues to be the No. 1 selling sugar substitute based on volume sales, with more than 33 million packets consumed daily. For more information, visit [www.sweetnlow.com](http://www.sweetnlow.com).