

# CIRCA

1492

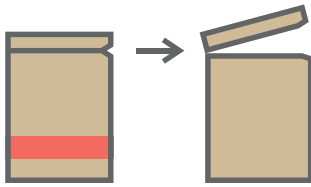
## RAW CANE SUGAR

ESTATE GROWN IN THE RICH VOLCANIC SOILS  
OF THE BARU REGION, PANAMA

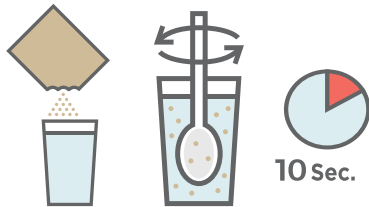


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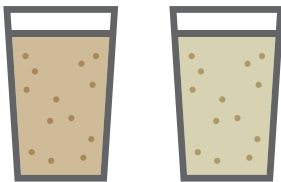
## CIRCA VS BROWN SUGAR



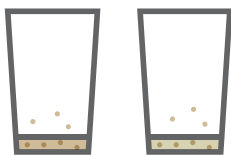
**Step 1** Take a small sample (4.5 gram sachet) of Circa and same amount of regular Brown Sugar.



**Step 2** Place each sugar in a glass with 3 oz. of water. Swirl it for 10 seconds.



See Circa turn darker than the regular Brown Sugar. Taste the sugary water and sense the difference of Circa's sweetness vs. the more bitter Brown Sugar.



**Step 3** Take most of the water out and see the difference in the color and shape of the crystals.



**Step 4** Let Circa and the Brown Sugar dry for a couple of minutes. Then take a closer look and compare the crystals on each. Circa crystals remains unchanged while the crystals on the Regular Brown sugar discolors. This happens because they add molasses to refined white sugar to tint it brown.

# CIRCA RAW CANE SUGAR VS BROWN SUGAR TASTE TEST

*see and taste the difference*

It takes only 3 minutes

## FOLLOW THE FOUR STEPS TO FIND OUT WHY CIRCA BLONDE RAW CANE SUGAR TASTES BETTER THAN BROWN SUGAR

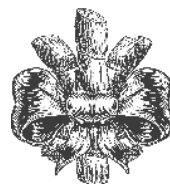
What marketing campaigns have called brown sugar is simply white refined sugar with some of the original molasses added back for coloring. This refining process changes the sugar. During the ion exchange chromatography refinery process, chemicals are used for refining and bleaching sugar including styrene, divinylacetylene benzol, benzol peroxide, polyvinyl alcohol, bentonite, concentrated sulfuric acid, methacrylic acid, sodium hydroxide, methyl chloride, diethylenetriamine (DETA) etc. Circa's Raw Cane Sugar aims to celebrate the natural way we have cultivated in the Americas since the 15th Century.

### DEFINITIONS

**Raw Sugar** - Unrefined, raw sugar is made from the juice of the sugarcane plant. Raw sugar has the same vitamin and mineral consistency as sugarcane plant juice. Raw sugar has a brown color because of the presence of molasses, a by-product of refining sugarcane that contains a number of essential minerals and vitamins.

**White Sugar** - Refined white sugar is produced in the same manner as raw sugar, but chemicals are added to bleach the sugar.

**Brown Sugar** - Its essentially the same as refined white sugar. The difference is that brown sugar has molasses added back into it. It comes in different shades of brown colors depending on the amount of molasses that are added back to give it color.



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## RAW CANE SUGAR

NATURAL BLONDE

