

For Immediate Release

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October is National Dessert Month and Eat Better, Eat Healthier Month®
Try Healthier, No-Sugar Desserts with Stevia Without Sacrificing Flavor

While the idea of eating healthier and, at the same time, enjoying desserts seems impossible, a cookbook author asserts that this is possible if stevia is used instead of sugar and artificial sweeteners in dessert recipes.

It may seem oxymoronic to celebrate *National Dessert Month* with *Eat Better, Eat Healthier Month*, but cookbook author Lisa Jobs explains that when the desserts use stevia as the natural alternative to sugar and artificial sweeteners, they actually can be healthier and still taste delicious. (If unfamiliar with stevia, see below*)

In **Sensational Stevia Desserts**, former stevia business owner and author Jobs says that an increasing number of people are turning to stevia to reduce their sugar and artificial sweetener intake for health or personal reasons. These include diabetics, dieters, hypoglycemics, candida sufferers and health conscious consumers. Also, with the epidemic rise in diabetes and obesity in the U.S., desserts made with stevia can be a welcome and often necessary change to consumers' diets if someone needs to avoid traditional high sugar, high carbohydrate and high calorie desserts.

With no calories, carbohydrates or fat and no affect on glucose levels, stevia can be used in a variety of desserts *without sacrificing flavor*, Jobs asserts. Sample recipes from the book include Sinfully Cinnamon Cream Cheese Pie, Pumpkin Custard and Chocolate-Peanut-Butter Fudge. "Enjoying your favorite desserts is still possible while watching your sugar and carbs, that's where stevia and **Sensational Stevia Desserts** can help," says Jobs.

Here's a sample recipe for Wonderful White Chocolate Chip-Cherry Cookies from **Sensational Stevia Desserts**:

Wonderful White Chocolate Chip-Cherry Cookies

Serving Size: 2 cookies • Total Servings: 13 (26 cookies)

2 large eggs
¾ tsp. stevia extract (see book for brand variances)
½ tsp. vanilla extract
¾ cup (1 ½ sticks) unsalted butter, softened
2 cups unbleached flour
¾ tsp. baking powder
½ tsp. sea salt
½ cup unsweetened dried cherries
½ cup white chocolate chips

Preheat oven to 350° F. Place parchment paper on two cookie sheets.
Beat eggs, stevia and vanilla extract with electric mixer. Add butter and blend well. (The mixture will not "cream" as it does in traditional sugar recipes, rather the butter will be separate from the eggs. However, it will incorporate when dry ingredients are added.)

-more-

Sift flour, baking powder and salt, then add half to egg mixture. Mix well. Add the balance of the dry ingredients and mix thoroughly. Dough will be thick. Process dried cherries in food processor until in large bits. Fold chips and cherries into dough mixture.

Shape into 1 ¼ " balls and press down with hand onto baking sheets until cookies are about 2" flat. Bake for 10 to 12 minutes or until bottom of cookie becomes slightly browned. Cool on wire racks.

Sugar Comparison

Nutrition Facts/Serving- 2 cookies

| <u>This Recipe</u> | | <u>Traditional "Sugar" Recipe</u> |
|---------------------------|--------------|--|
| Calories | 172 | 284- over 60% more! |
| Carbohydrates | 17g | 39g- More than double! |
| Total Sugars | 6g | 27g- 4.5 times more! |
| Fiber | less than 1g | less than 1g |
| Fat | 10g | 12g- 20% more! |
| Cholesterol | 46mg | 39mg |
| Sodium | 90mg | 124mg |
| Protein | 3g | 3g |

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So this month, celebrate with healthier desserts with no guilt or sacrifice in flavor. Just use stevia as an alternative to sugar and artificial sweeteners and try some of the recipes found in **Sensational Stevia Desserts**.

**Stevia, derived from an herb that is up to 400 times sweeter than sugar, has been used as an all-natural alternative to sugar and artificial sweeteners in many parts of the world for decades, especially Japan, Brazil and China. It has no calories, no carbohydrates and no fat. In addition, stevia does not cause tooth decay and, because it does not raise blood glucose levels, diabetics can use it. It is available in health food stores, natural grocers and online. For more information, visit www.steviadessert.com.*

About Lisa Jobs:

*Lisa Jobs, B.A., M.J., operated her own stevia business, @Stevia LLC (purveyors of fine stevia products and books) for 10 years. During her tenure, she developed a unique stevia packet blend that was manufactured, produced and distributed under her company name. At the same time, she created hundreds of stevia dessert recipes, the best of which are collected in **Sensational Stevia Desserts** (SSD). In addition to working on a second book, Lisa will be a contributing author to a new book entitled **101 Great Ways to Improve Your Health** with Dr. Julian Whitaker, Dr. Joseph Mercola and et. al.*

Sensational Stevia Desserts by Lisa Jobs, BA, MJ

Foreword by Andrew P. Mandell, Exec. Director, Defeat Diabetes Foundation • 120 pages •

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For more information, go to <http://www.steviadessert.com>.

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