

For Immediate Release

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Heartland Sweeteners Honored with PL Buyer's Category Colonel Gold Award

INDIANAPOLIS – Heartland Sweeteners has been honored with [PL Buyer's](#) “Category Colonel” Gold Award for sugar substitutes. “Category Colonel” Awards provide recognition to private label manufacturers, like Heartland Sweeteners, who have taken the terms “win-win” and “partnership” to new levels.

Through an extensive balloting process, retailers were asked to vote for private label suppliers that have proven themselves to be “best of class” in terms of private label partnership programs. The “Category Colonel” Gold and Silver winners were then selected from those ballots. This is Heartland’s third year in a row being recognized at the Gold level.

Winning a “Category Colonel” Gold Award is a significant honor and confirms the Heartland Sweeteners’ success and ongoing commitment to a higher standard of excellence. “Winning a Category Colonel Award in the Sugar Substitute Category three years in a row is an outstanding achievement for our company. We pride ourselves in offering the highest quality, best-tasting sweeteners and are proud to be recognized for our hard work and commitment to customer service,” said Eddie Pellegrino, Vice President of Sales.

Heartland Sweeteners corporate office is located in Carmel, Indiana. To learn more about Heartland and their product offerings, visit www.heartlandsweeteners.com.

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About Heartland Sweeteners

Based in Indianapolis, Heartland Sweeteners, LLC, is a leader in the production and development of innovative food products that are great for the whole family. Heartland produces and distributes branded and private label sweeteners for the food industry. Their branded products of Ideal® and Nevella® are great for the whole family, people with diabetes and those watching their calorie intake. Ideal® and Nevella® are perfect for baking and are distributed in North America, Europe, Central and South America. Visit www.heartlandsweeteners.com for more information.