

# Splenda launches giant sugar pyramid in central London for British Sugar Awareness Week

Submitted by: Sopexa SA  
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HOW MUCH SUGAR ARE YOU REALLY EATING? BRITS EATING TWICE AS MUCH SUGAR AS RECOMMENDED

TO KICK OFF BRITISH SUGAR AWARENESS WEEK, SPLEND A LAUNCHES A GIANT SUGAR PYRAMID IN ST PAULS, L  
RAISE AWARENESS THAT BRITS ARE EATING TWICE THE AMOUNT OF ANNUAL RECOMMENDED SUGAR.

Splenda, the iconic global sweetener brand, is taking over St Pauls today with a giant sugar pyramid to symbolise the 5,215 sugar cubes adults in the UK are, on average, consuming every year. This is nearly twice the maximum recommended sugar consumption for adults. Splenda will be setting up shop for one day only to encourage Londoners to try out Splenda's extensive range of sugar alternative products.

Is this story of interest for your readers? Please contact me for more information.

Best wishes,  
Victoria

Senior Communications Manager  
Sopexa UK  
victoria.kukla@sopexa.com  
+44(0)20 7312 3620