

WHY CROSBY'S MOLASSES IS PURE SWEETNESS:



TERROIR

Crosby's molasses comes from just one place: Madre Tierra sugar mill in the village of Santa Lucia, Guatemala. It is made from the juice of sugarcane grown in the surrounding volcanic soils.



TRADITION

Crosby's is a family-owned Canadian company and has been importing molasses since 1879.



STANDARD OF IDENTITY

In Canada, only pure sugarcane juice inverted into a syrup can be classified as fancy molasses. (*Fancy molasses is not a by-product of the sugar refining process.*)



COST EFFECTIVE NATURAL SWEETENER

Lower-cost alternative to other natural sweeteners like honey, maple syrup and agave syrup. Molasses can be substituted for, or used in conjunction, with these higher cost sweeteners.



25% LESS SWEET than refined white sugar

35% FEWER CARBS than white sugar

Made from PURE SUGARCANE JUICE

NON-GMO, NO PRESERVATIVES, UNSULFURED, GLUTEN-FREE & PALEO

The emulsifying properties of molasses make it an IDEAL SWEETENER for sauces and dressings.



To find out more visit crosbysmolasses.com

