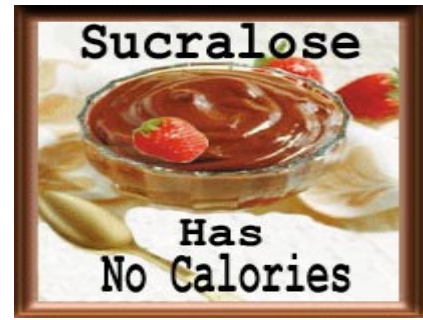


Simplest Price Compare



Sucralose Versus Splenda

On 22 Oct 2003, Melissa wrote:

At our local supermarket, a box of Splenda [3.54 Oz] costs \$4.00. I assume you must have good prices. Otherwise, people wouldn't prefer to buy from you. Can you give me a price comparison?

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Hello Melissa,

The \$4.00 Splenda box with 100 packets equals 200 tsp = 33.33 Oz sugar. So sugar cost per oz for Splenda:

Splenda = \$4.00/33.33 = \$0.12 (12 cents).

The powdered Sucralose concentrate I supply at \$125 is equivalent to 100kg of sugar. To compare with Splenda, we compute how many sugar ounces there are in 100 kg to find the sugar cost per ounce for Sucralose.

100 kg = 100 kg X 2.2 Lb/kg X 16oz/Lb = 3520 oz sugar.

So the Sucralose cost per ounce of sugar is \$125/3520. Divide, to find the sugar cost per oz for Sucralose:

Sucralose = \$.0355 (3.5 cents).

3.5 cents versus 12 cents makes Sucralose about 3 and 1/2 times less expensive than Splenda purchased at \$4.00 per box. This is why the Sucralose is popular.

-- Warren