

Monk Fruit Decoction Powder

No Erythritol · No Maltodextrin · No Fillers

Product name	Groovy Keto Monk Fruit Decoction Powder (No Erythritol)		
Brand	Groovy Keto	SKU / item code	GK-MF-PURE-100
Category	Natural sweetener / sugar alternative	Net weight	100 g
Format	Fine soluble powder, resealable pouch	Country of origin	United Kingdom (packed in UK)

Product Overview

A genuine monk fruit sweetener made by **traditional decoction** – whole monk fruits gently simmered in water and dried into a fine powder, the way it has been produced for centuries. A small amount of soluble tapioca fibre is added purely as a free-flowing carrier. The result is a clean-label sweetener with **just two plant ingredients** and none of the bulking agents found in most monk fruit blends on the market.

Most products labelled “monk fruit sweetener” list erythritol or maltodextrin as the first ingredient, with monk fruit present only in trace amounts. This product is formulated the other way round – monk fruit is the primary ingredient, making it a clear point of difference on shelf.

Why It Sells

- **Genuine clean-label positioning** – Only two plant ingredients – no erythritol, maltodextrin, sugar alcohols or artificial sweeteners. Strong appeal for the “no nasties” shopper.
- **Approx. 3× sweeter than sugar** – Naturally sweet with no cooling effect and no lingering aftertaste – a common complaint with erythritol-based blends.
- **Very low calorie** – Just 3 kcal per 1.5 g serving. Suits keto, low-carb, diabetic-conscious and calorie-aware shoppers.
- **Broad dietary suitability** – Keto, low-carb, vegan and gluten-free friendly – one SKU covers several growing shopper segments.
- **UK family brand with a track record** – Groovy Keto is an established Shropshire-based keto brand rated 4.6–4.7/5 across 1,600+ reviews, giving retailers a recognised, trusted name.

Ingredients

Monk Fruit Decoction, Soluble Tapioca Fibre.

Allergen Information

Contains **none** of the 14 major allergens as ingredients. **Produced in a facility that also handles nuts and milk.**

Nutritional Information

Typical values. Serving size: 1.5 g.

Typical values	Per 100 g	Per serving (1.5 g)
Energy	720 kJ / 172 kcal	11 kJ / 3 kcal
Fat	0 g	0 g
of which saturates	0 g	0 g
Carbohydrate	18 g	0.09 g
of which sugars	12 g	0.06 g
Protein	0 g	0 g
Fibre	62 g	0.93 g
Salt	0.02 g	0 g

Dietary & Lifestyle Suitability

✓ Keto	✓ Low-carb	✓ Vegan	✓ Gluten-free	✓ No artificial sweeteners
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Supplier & Compliance

Legal manufacturer / FBO	Groovy Keto Ltd
Registered address	20-22 Wenlock Road, London, England, N1 7GU
Labelling compliance	Labelled in accordance with UK food information regulations (FIC). Monk fruit decoction confirmed non-novel per FSA determination (June 2024).