

National Real Sugar Day Celebration

About National Real Sugar Day:

On October 15, we invite you to celebrate the gold standard of sweetness - real sugar! National Real Sugar Day is more than a day to celebrate real sugar and all of the people who make it possible, but it is also a day to invite everyone who enjoys a little real sugar in their lives to learn and experience something new with real sugar.

This toolkit is designed as a resource to help you join in the National Real Sugar Day celebrations.



**TAG THE SUGAR
ASSOCIATION IN
YOUR POSTS AND
WE WILL RE-SHARE!**

@moretosugar

#NationalRealSugarDay

#RealSugar

#MadeWithRealSugar

#RealSugarIsGrown

Ways to Celebrate!

- Share provided [social graphics](#) on your social media channels.
- Bake or cook something with #RealSugar to share with family, friends, or online!
- Live or work near a sugar farm? Share images of sugar beet or sugar cane harvest online with #RealSugar.
- Share #RealSugar-containing recipes online.
- Teach a [class](#) about where #RealSugar comes from and enjoy something made with real sugar together.
- Take our [virtual farm to table tour](#) and experience the process of getting #RealSugar from plant to product.
- Go shopping at our SWAG store! realsugarswag.com

About the Sugar Association:

The Sugar Association is the scientific voice of the United States sugar industry representing nearly 151,000 sugar beet and cane growers, processors, refiners and others throughout the country who proudly grow, extract, and deliver the real sugar the American public uses every day.

Together with our members we work to tell real sugar's story, particularly where it comes from and how it plays a vital role in so many foods and beverages that are part of nutritious, balanced and (not to be forgotten) enjoyable diets.

**National Real
Sugar Day
is
Wednesday,
October 15.**

→ **EVENT WEBSITE**

@moretosugar



Download and Share

Join us in celebrating National Real Sugar Day on social media by sharing one of the below social graphics, or co-brand your own social post with the 2025 logo.

SOCIAL GRAPHICS

Download ready-made social media graphics to celebrate with us on your social media platforms or newsletters.



Download



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INFOGRAPHIC

Share these 10 simple facts about our favorite ingredient.

Download Infographic



EDUCATIONAL RESOURCES

Celebrate National Real Sugar Day in the classroom or at home with a custom lesson plan for grades 9-12 that teaches the origins of real sugar, where real sugar is grown, and how it functions in our diets and cooking.

Download Lesson Plan

Watch the Virtual Farm Tour



Scan to download a digital version of this toolkit