

National Real Sugar Day Celebration Toolkit

About National Real Sugar Day:

On **October 15**, we invite you to celebrate the gold standard of sweetness - real sugar - and its role in real food.

National Real Sugar Day is an opportunity to celebrate the people, traditions and moments that make real sugar a part of everyday life and learn something new about real sugar along the way!

Use this toolkit to help you join in the celebration.



↓ [DOWNLOAD 2026 LOGO](#)

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

@moretosugar

#NationalRealSugarDay

#RealSugarRealFood

Ways to Celebrate!

- Share provided [social graphics](#) on your social media channels.
- Bake or cook from scratch with #RealSugar to share with family, friends, or online!
- Live or work near a sugar farm? Share images and videos of sugar beet or sugar cane harvest online with #RealSugar.
- Share recipes made with #RealSugar 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
Thursday,
October 15.**

→ [EVENT WEBSITE](#)

@moretosugar



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SOCIAL GRAPHICS

Share these ready-to-use graphics below on your social media channels, websites, blogs, and newsletters—or co-brand your own posts with the 2026 logo.



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INFOGRAPHIC

Share these 10 simple facts about our favorite ingredient.

Download Infographic

EDUCATIONAL RESOURCES

Celebrate in your classroom or at home! Created by a teacher, our lesson plan for grades 9-12 fits within one class period. It covers where sugar comes from, types of sugar, sugar's role in food and more. Use it on National Real Sugar Day or any day!

Download Lesson Plan



Take our virtual tour to experience real sugar's journey from sugar beet and sugar cane farms to your table.

Watch the Virtual Farm Tour



Scan to download a digital version of this toolkit

