

FREE GUIDE • DIET SWAD

Meetha Bhi Khao, Healthy Bhi Raho

A dietitian's guide to natural sweeteners - how dates, jaggery and desi khand actually differ from refined sugar, and how to enjoy sweetness without guilt

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Ancient Wisdom, Modern Life

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You don't have to quit meetha

Every health influencer says 'quit sugar'. Almost nobody manages it, because sweetness is not a weakness - it is a hardwired human taste. The workable path is not quitting; it is upgrading: moving from refined sugar to sweeteners that bring something with them, in portions that respect your body. This guide shows exactly how.

What 'refined' actually means

Refined sugar is sugarcane stripped of everything except sucrose crystals - no fibre, no minerals, nothing to slow it down. It hits the blood fast (the 'spike'), insulin rushes to clear it, and the over-correction leaves you low, tired and craving more (the 'crash'). The problem is not sweetness itself - it is sweetness with no brakes.

Jargon buster: 'Glycemic impact'

Simply: how fast and how high a food raises your blood sugar. Fibre, protein and fat act as brakes. Refined sugar has zero brakes; whole-food sweeteners keep some.

The natural sweetener line-up

Sweetener	What it is	What it brings along	Honest note
Dates (khajoor)	A whole fruit	Fibre (the brake!), potassium, magnesium, iron traces	The only one that is a complete food, not an extract
Jaggery (gur)	Boiled-down cane juice, unrefined	Iron and mineral traces; deep flavour so you use less	Still sugar in the body - portion matters
Desi khand	Minimally processed cane sugar	Less processing than white sugar, traditional taste	Closer to sugar than jaggery - an upgrade, not a free pass
Honey	Bee-made syrup	Trace enzymes/antioxidants (raw)	Metabolically still fast sugar; buy pure or skip
Refined sugar	Pure sucrose crystals	Nothing	The baseline everything above beats

The ranking logic is simple: **the more of the original plant that survives, the better the sweetener.** Dates keep the whole fruit. Jaggery keeps the minerals. Khand keeps some character. White sugar keeps

nothing.

Why dates behave differently in your body

Eat a spoon of sugar: sugar enters blood in minutes, spike, crash, craving. Eat two dates: the same sweetness arrives wrapped in fibre, so it releases gradually - energy without the rollercoaster, and the chewing + fibre tell your brain 'we ate something', which a spoon of sugar never does. That is why date-based sweets satisfy at 2 pieces where sugar-based ones invite 6.

Portion sense (the part everyone skips)

- Natural does not mean unlimited - dates, jaggery and khand all count as sweet foods.
- A sensible daily sweet window: 2-4 dates, OR 1-2 small pieces of a date/jaggery sweet, OR 2-3 naturally-sweetened cookies.
- Pair sweet with protein or nuts (or choose sweets that already contain them) - the brakes get stronger.
- Best times: with/after a meal or pre-workout - not on an empty stomach at midnight.

Upgrading your meetha, practically

Instead of...	Upgrade to...
Sugar-syrup mithai	Date-and-nut based sweets
Cream biscuits with chai	Jaggery/khand-sweetened millet cookies
Chocolate bar (sugar #1)	Cocoa-rich, jaggery-sweetened bites
Spoon of sugar in kheer/halwa	Date paste or jaggery, and slightly less of it

How Diet Swad does sweet

Power Bites & Peanut-Sesame Delights: sweetened ONLY by dates. Royal Bites & Millet Choco Cookies: jaggery. Millet Butter & Coconut Cookies: desi khand. Zero refined sugar in our bites, zero artificial sweeteners anywhere. ₹499, FREE shipping - dietswad.in.

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