

newsworthy trends

“Free Foods” Help Sugar Avoiders

(NAPSA)—Cutting down on the amount of sugar in your diet is part of a growing trend toward enjoying more “free foods”—foods that are free of certain ingredients that people want to reduce in their diets. According to a recent survey by the International Food Information Council, 70 percent of Americans are now concerned about the amount and type of sugar they consume. Since it is important to balance the amount of sweets that are part of your overall eating plan, here are some quick tips to help you adjust your diet so that it contains less sugar:

- Make small changes. Slowly reduce the sugar in your daily coffee or tea.

- Mix it up. Mix half diet soda with regular soda, half a cup of unsweetened yogurt with sweetened yogurt.

- If you have a sweet food you cannot stop eating, keep it out of range or consider buying it less often.

- Make substitutions. Diet or reduced-sugar beverages can be substituted for regular soda.

- Try sugar-free alternatives. There are an increasing variety of delicious sugar-free choices, thanks to the growth of the “free foods” category.

According to Packaged Facts, a New York research firm, “free foods”—such as sugar-free and gluten-free—are becoming more popular as Americans increasingly turn to these foods to manage specific dietary needs, and as part of a movement toward more healthful eating.

“Almost every food aisle in the grocery store offers a ‘free food’



The number of tasty sugar-free foods is growing as Americans become more interested in eating a healthier diet.

option today,” says Sissy Biggers, lifestyle expert. “People are concerned about different ingredients, whether it’s the type of fat, sugar, sodium, etc., in their diets, and they are choosing foods with lower or none of these ingredients.

“Fortunately, the quality and taste of ‘free food’ available is impressive,” adds Biggers. “I serve Murray Sugar Free cookies to my family and friends and they taste so great they can’t even tell they are sugar free. With 20 varieties to choose from, it’s easy to find a cookie to suit everyone’s taste.”

“Free foods” have grown from a small category sold mainly in health food stores to a variety of products now sold in mainstream retailers and made by major food companies. The market for food-allergy and intolerance products is projected to reach \$3.9 billion this year, according to Packaged Facts.

“I think we’re starting to reach the tipping point with this trend,” says Biggers. “We’ll have more and more ‘free foods’ to choose from in the years ahead.”

For more information, visit www.murraysugarfree.com.