

Holiday Treats

Making The Most Of Taste Tempters



(NAPSA)—More sweet taste, less sugar. That's an increasingly appealing idea, as the cost of raw sugar is expected to rise in the coming years. One reason is that, more and more, America's other major source of natural sweeteners—corn—is being devoted to making biofuels. This is likely to force higher the price of such sugary treats as pastries, sodas and snack foods. Fortunately, for everyone with a sweet tooth, there's a sweet solution. New taste amplification technologies are being developed by American companies, including Redpoint Bio, for healthier, better-tasting foods, beverages and pharmaceuticals. The idea is to preserve a product's desired sweetness with 30 to 40 percent less sugar than is currently used. How sweet is that? Learn more at www.redpointbio.com.