

# Sweet Ideas

## The Clean, Sweet Taste Of Sugar With Less Calories

(NAPSA)—Here's news that may sweeten your day. New natural ways to deliver the clean sweet taste of sugar with many less calories may provide a healthier, satisfying alternative.

The amount of sugar people consume in beverages is raising some alarm. Caloric sweeteners such as sugar and high-fructose corn syrup have contributed so significantly to the increase in the nation's obesity levels that Congress has even suggested a tax on sugary sodas.

It is hoped that making soda more expensive will help reduce the soaring rate of obesity that is linked to chronic diseases such as type-2 diabetes, high blood pressure, cardiovascular disease and certain cancers.

In a recent article in *The New England Journal of Medicine*, health experts suggested that a tax on sugar-sweetened beverages could help curb obesity rates in the same way that tobacco taxes reduced smoking rates.

Artificial sweeteners are one way to reduce the caloric content of soda, but many people find that artificially sweetened beverages lack the clean sweet taste of nutritive sweeteners such as sugar and high-fructose corn syrup. Fortunately, a new, natural sweetness intensifier may help cut the calories in sodas without cutting the sweet, satisfying flavor.

The enhancer, known as RP44, is intended to be used in relatively small quantities together with nutritive sweeteners. Because it



**Artificial sweeteners can reduce the calories in soda, but they lack the clean, sweet taste of sugar and other nutritive sweeteners.**

amplifies the sweetness, less sweetener is required.

So far, it has proven to be very promising in taste tests. Currently under development by Redpoint Bio Corporation, RP44 shows potential for reducing up to 25 percent of the caloric sweetener, while maintaining the clean, sweet taste of sugar.

The development of an all-natural sweetness enhancer will permit the development of healthier new food and beverage products. The sweetness enhancer also has the attractive potential to reduce overall costs for manufacturers by lowering the amount of sugar, often the most expensive ingredient in beverages.

For more information, visit [www.redpointbio.com](http://www.redpointbio.com).