

newsworthy trends

Why The Passion Is In The Pulp

(NAPSA)—It's now chic to spill the beans, well, oranges, when relating your pulp passions. Indeed, even America's most talked about fictional family, the Sopranos, are debating the merits of "no," "some" or "lots of" pulp.

Fanning the fires further are new pulp variations such as enhanced Pure Premium Grovestand and HomeStyle orange juice. A new process uses a smoother means of extracting the pulp, making fuller, juicier pulp, that's even closer to the orange.

"Juices with pulp now represent one-quarter of all orange juice sales, and more than one-third of all Tropicana Pure Premium sales," said Tropicana senior director of marketing, Paul Smith. "We have upgraded the pulp extraction and blending process for better pulp texture and taste."

Research indicates a strong divide among consumers who buy the brand's three Pure Premium recipes: Grovestand (lots of pulp), HomeStyle (some pulp) and Original (no pulp). Pulp preferences are often determined by age, sex and family size. Those with mature taste buds make up the group with the greatest preference for orange juice with pulp.

For example:

- Grovestand. If you're a professional man, age 45 and older, (a profile not unlike Grovestand drinker President George W. Bush), the most diplomatic way to start your day is with a tall glass of orange juice with lots of pulp.



Americans can satisfy their passion for pulp with enhanced orange juice.

- HomeStyle. If you are an educated man or woman, age 45 or older, like Billy Blanks, personal trainer and creator of the renowned Tae Bo exercise program, or Tony Soprano, notorious fictional crime boss, you may kick off each day with a refreshing glass of orange juice with some pulp.

With the U.S. Census Bureau now counting more than 41 million U.S. men ages 45 plus—an increase of six percent over the last five years—there is a large and growing segment of the population with a passion for pulp.

According to Dr. Miriam Lin-schoten, principal investigator and psychologist at the Taste and Smell Center at the University of Colorado, pulp appeals to mature taste buds.

"The texture in the juice gives an extra layer of sensation," said Smith.