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Tuesday, June 12, 2007

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### On the Shelf: June/July

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WellnessFoodsOnline.com

Keywords: "wellness foods", "on the shelf", Dean, Newmans, Doras, "Murray Chicken" and "Honest Tea"

This month's On the Shelf features a product review of Z Sweet All-Natural Sweetener, and information on Dean's probiotic cottage cheese, two additions to Newman's organic line, a line of Simpsons-inspired vitamins, soy milk on the go, natural chicken pot pies and teas in a pouch.

#### PRODUCT REVIEW: Z Sweet and Z Sweet Organic All-Natural Sweetener

A review by the Wellness Foods staff

The dust has settled in the war between Splenda and Equal (although it was surprising nobody thought to ask Equal, accusing Splenda of unfair comparison to sugar, just what Equal is supposed to be "equal" to). But those are not the only sugar substitutes on the market.

#### New Food Products Resource Center

Food Processing reports on a variety of new food products. Find consumer market research for particular products, monthly product roll-out roundups and other monthly features in one place.

**Z Sweet All-Natural Sweetener** is an erythritol (sugar alcohol) sweetener gaining big ground in the battle for our sweet tooth. Erythritol has a number of advantages: It does not cause cavities and is so low in calories at .2 per gram as to be considered noncaloric. It can also be used in baking, whereas a number of other sugar substitutes cannot.

It doesn't provide the same bulk or moisture absorption of sucrose, and is only about two-thirds as sweet (60-80 percent). But it also has no negative aftertaste unless consumed in large concentrations.

Here's what our staff had to say:

"I needed twice as much Z sweet in my tea as I would take sugar, but the flavor wasn't bad at all."

Several others echoed the impression of weak flavor — "no taste," said several; "isn't sweet enough," noted more.

Another reviewer had this to say: "It seemed to dissolve but then there was a slurry at the bottom of my cup."

One tester thought Z sweet was not as good as Splenda, but most commented that unlike aspartame, Z Sweet had no lingering aftertaste.

Overall, our reviewers reacted favorably to Z Sweet as a no-calorie alternative to sugar and even as a preference over aspartame-containing sweeteners.



Z Sweet and Z Sweet Organic All-Natural Sweetener: Ventana Health, San Clemente, Calif.; Suggested retail price for a 7.0-oz. box of 50 packets is \$9.99

#### Cottage Industry



**Dean Foods Co.** ([www.deanfoods.com](http://www.deanfoods.com)), Dallas, introduces **Probiotic Cottage Cheese** under the company's three flagship brands, Dean Foods, Country Fresh and Land O' Lakes. Probiotic bacteria, specifically *Lactobacillus acidophilus*, *Bifidobacterium* and *Lactobacillus casei*, found in yogurt, milk and some cheeses promote digestive health and inhibit the growth of harmful bacteria. These probiotic bacteria can boost immunity and increase resistance to disease and infection.

Suggested retail price for a 24-oz. tub is \$2.79.

#### Two From Paul and Nell

**Newman's Own Organics** ([www.newmansownorganics.com](http://www.newmansownorganics.com)), Aptos, Calif., introduces two more product lines to its considerable line-up of tasty, organic snacks, **Soy Crisps** and **Hermits**, an old-fashioned soft cookie. The cookies are available in three flavors: **Original**, **Cinnamon** and **Ginger**. The Soy Crisps, made with organic soy and organic rice, are gluten free and come in four varieties: **Cinnamon Sugar**, **White Cheddar**, **Lightly Salted** and **Barbecue**. They contain 7 to 9g of protein — among the highest for any snack crisp.



All royalty payments (after taxes) from Newman's Own Organics go to educational and charitable organizations. Since 1982, Newman's Own and Newman's Own Organics have donated over \$200 million to thousands of charities worldwide.

Suggested retail price for the *Hermits* is \$4.29 for each 9 oz. package of 12 cookies. Suggested retail price for the 3.3 oz. bag of the *Soy Crisps* is \$2.99.

#### Vitamin D'oh



O.K., we don't usually cover supplements, but how could we resist these? **St. Hill Pharmaceutical Corp.** ([www.st-hill.com](http://www.st-hill.com)), located ironically in Springfield (Mass.), launches a line of sugar-free nutritional supplements featuring the characters from the 20-year-old animated pop-culture phenomenon, **The Simpsons**.

The Simpsons brand vitamin line currently features the following product lines: The Simpsons **Sugar-Free Chewable Vitamins** in three formulations, **Daily Multivitamin** in **Grape**, **Orange** and **Cherry-Berry** flavors; **Extra C Strawberry**; **Extra Calcium Chocolate**; **Germ Defense Effervescent Health Formula**; and **Omega 3 Berry Squirts Sugar-Free Chewable Gel Capsules**.

Suggested retail price per item is \$9.99.

#### Go Soy, Go

South Hackensack, N.J.-based **Doras Natural Foods Inc.** announces its **Fox on the Go** line of soy milk...

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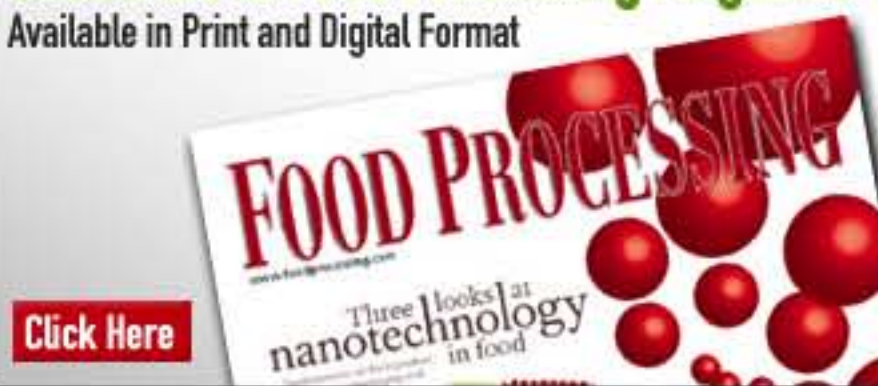
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