



## Fewer calories in canned fruits packed with Syncal™ saccharin

A new dietetic line of canned fruits introduced by a major packer has 72% fewer calories than fruits packed with heavy syrup.

In taste-test research, according to the packer, over 70% of the respondents preferred the taste and appearance of fruits packed with saccharin over other juiced pack or diet fruits.

The new line of saccharin sweetened fruits are natural tasting and don't have an aftertaste.

The packer claims that fruits packed with saccharin have 50% fewer calories per 1/2 cup serving (salad fruits) to 72% reduced calories per 1/2 cup serving (whole peeled apricots).

For the calorie-conscious consumer, the new line of canned fruits should have a universal appeal.

In answer to the demand for sodium free foods, Sherwin-Williams, the only domestic and the largest producer in the world of saccharin, introduced Syncal.

Syncal is the most economical, low cost artificial sweetener and has the ability to intensify and extend fruit flavors.

For more information on how Syncal saccharin can help "sweeten" your sales picture, call or write Garth Coonce, The Sherwin-Williams Company, 501 Murray Road & St. Bernard, Cincinnati, OH 45217, (513) 242-3300.

**SHERWIN**  
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