



## Now that more of the world is eating "light," there's more reason than ever for pure crystalline fructose.

Today, as the popularity of "light" foods continues to grow, a great opportunity awaits the perceptive marketer.

One way to take advantage and climb on the bandwagon is to change your sweetener to pure crystalline fructose. In many applications you can use less fructose than sucrose to achieve an equivalent level of sweetness.

Another important feature of pure crystalline fructose is the healthful image it conveys to consumers. This is primarily due to the unique metabolic properties of fructose. Unlike sucrose, fructose does not produce extreme "highs" and "lows" in blood sugar levels. Many experts consider high blood sugar and insulin levels to be risk factors in the development of certain disease conditions.

Fructose is the sweetest of the natural sugars and is found in honey, berries and many fruits and vegetables. In cold products with a slightly acidic pH, fructose is up to 70% sweeter than sucrose. So, by using less fructose, you can reduce calories without sacrificing taste.

Fructose can also enhance flavors. In a recent study, consumers showed a marked preference for an apple drink prepared with fructose versus one made with sucrose. In a limited study, peanut butter prepared with fructose was judged as better tasting, with a flavor more like peanuts, than the peanut butter made with sucrose.

Pure crystalline fructose is a great way to sweeten a variety of foods including gelatin desserts, puddings, cake and cookie mixes, baked goods, cereals, candies and yogurts.

Pure crystalline fructose is the only commercially available form of the natural sweetener. With a new plant now on stream in the U.S., Roche is fully committed to the product, the market, and you.

For samples and application information, call (201) 235-5153, or write Chemdex Information Services, Roche Chemical Division, Hoffmann-La Roche Inc., Nutley, New Jersey 07110.



**The specialty sweetener people.**