

Wellness Foods

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ON THE SHELF

NEW PRODUCT REVIEW

Genisoy Crispy Dippers

A review by the Wellness Foods staff



Genisoy Food Inc. (www.genisoy.com), Tulsa, Okla., is known more for energy bars than salty snacks. But the healthy soy product company has released a number of savory products over the past few years. The latest offering is its Crispy Dippers snack crisps. The combination of potato and soy in this baked, extruded product has 8g soy protein per 1-oz. serving. The crisps are Vegan and trans fat-free and a good source of dietary fiber and potassium. The crisps come in two flavors, Lightly Salted and White Cheddar. The lightly salted drew comments ranging from "love the salt level" and "good crunch" to "similar to insulation." Overall, however, reviewers appreciated the very firm crunch, the just-right level of salt and the non-overwhelming flavor. "Seems perfect for dips," said one staffer without a trace of irony. The white cheddar, on the other hand, received overwhelmingly negative reviews, primarily for the aroma: "an aroma like old socks," said one tester; "smells exactly like dog breath" another tester exclaimed with more genuine surprise than disgust. Those who could get past the off-putting aroma were still not enthused about the flavor, describing it as either "fake" or simply "flavorless."

Suggested retail price for a 4.0-oz. bag is \$3.98



On Terra Firma

Terra Nostra Organic Inc. (www.terranostra.com), Vancouver, BC, announces an expanded line of intensely rich and silky certified organic chocolate products. The TN Truffles come individually wrapped in several robust and intense flavors, including Pomegranate, Dark Chocolate Ganache and Ancho Chile. The regular 100g bars come in six flavors: 73% Intense Dark, Double Dark Truffle, Satin Milk Truffle, Robust Dark & Roasted Almonds, Robust Dark Raisins & Pecans and Creamy Milk Raisins & Pecans. The dairy-, wheat- and gluten-free Ricemilk line includes three flavors: Solid Ricemilk Choco, Ricemilk Choco bar with Almonds and Ricemilk Choco bar with Dark Truffle Center. The company also markets a new line of 42g bars in exotic flavors such as Pomegranate Truffle, Goji Berry with Pink Himalayan Mineral Salt and Creamy Caramel. In addition to being Certified Organic, all Terra Nostra Organic bars are fair-trade and kosher certified. Terra Nostra's products are Green-E Certified, purchasing certified-renewable energy.

Suggested retail price per item is \$3.99 per 100g bar; \$1.99 per 36g truffle 3-pak; and \$2.99 per 42g "pocket" bar.

Chocola-tea and Delicious

Artisan tea crafter Mighty Leaf Tea Inc. (www.mightyleaf.com) San Rafael, Calif., introduces its new Chocolate Truffle Teas, a collection of whole-leaf teas infused with chocolate chips and cacao nibs. The high antioxidant levels in dark chocolate have drawn in greater interest in and sales of dark chocolate. The teas consist of two premium black teas, large-leaf *pu-erh* and three herbal infusions. Chocolate Chip Truffle is a confection of deep black tea leaves with cacao nibs and chocolate chips offering an indulgent rich body with moderate sweetness. Chocolate Orange Truffle blends full-bodied black tea leaves with vanilla, citrus peel and cacao nibs. Smooth and savory combine in the Mocha Pu-Erh Truffle, a blend of rare golden buds of earthy Pu-Erh tea leaves with cacao nibs and the notes of citrus designed to stimulate the palate and aid digestion. Chocolate Mint Truffle soothes with mineral-rich rooibos leaves, mint leaves and chocolate.

Suggested retail price per item is \$9.99.

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), located ironically in Springfield (Mass.), launches a line of sugar-free vitamin and omega-3 nutritional supplements featuring the characters from the 20-year-old animated pop-culture phenomenon, *The Simpsons*. Cowabunga! *Suggested retail price is \$9.99.*



Expert Opinion

No Chocolate Crisis

Recently, the Chocolate Manufacturers Assn., along with 11 other food industry associations, joined a Grocery Manufacturers Assn./Food Products Assn. (GMA/FPA) citizen's petition asking the FDA for approval to change current standards of identity (SOIs) for a number of food categories. The petition doesn't ask to change the chocolate standard. (For another angle on this topic, see "A chocolate (flavored) outrage," *Food Processing*, July, 2007.)

Opponents claim such changes could lead to problems such as labeling issues, trans fats in chocolate and misled consumers. They believe it would be difficult to differentiate the current "gold standard" of chocolate from any concoction not containing pure cocoa butter. They also claim any such change opens the door to economic fraud.

However, labels wouldn't change – all products would carry full ingredient labeling. Opponents also claim manufacturers who don't support the change will be forced to convert to new formulations to remain competitive. They predict an overall downgrade in chocolate quality. This is unlikely. Manufacturers don't make products consumers reject. In the EU, standards already allow up to 5 percent non-cocoa butter in chocolate, so even the fanciest European chocolates might not have pure cocoa butter.

But if the petition passes, "sugar free" chocolate would be possible – currently, manufacturers can't legally claim a chocolate as sugar-free – and stability problems, such as "bloom," could be remedied by including other oils.

It must be pointed out the petition is just a preliminary step in a long, multi-year process. Efforts to change the SOIs of chocolate products would require a proposed rule-seeking notice and comment as to specific changes.

—Robert Earl, M.P.H., R.D.
Senior Director for Nutrition Policy
Grocery Manufacturers Assn./Food Products Assn.

Food Processing's Wellness Foods™

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