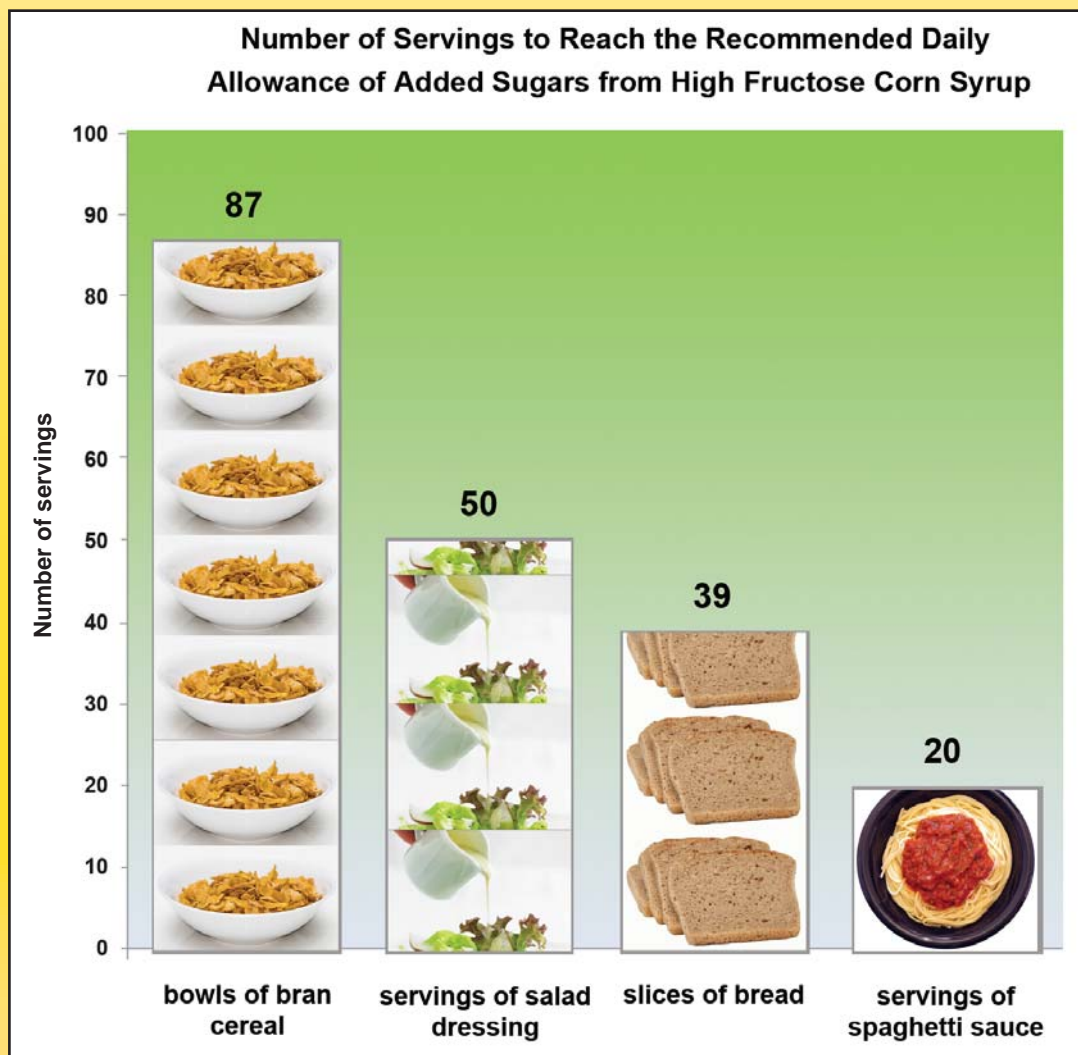


# MANY FOODS CONTAIN ONLY SMALL AMOUNTS of HIGH FRUCTOSE CORN SYRUP

There has been significant confusion about just how much high fructose corn syrup is contained in everyday foods. It is true that this highly versatile ingredient performs numerous functions besides sweetening that make it useful in many food preparations. But it does so in most cases using very small amounts. How small? Well, taking bran cereal as an example, Americans would need to eat 87 bowls in a single day to reach the recommended daily allowance of added sugars from high fructose corn syrup.\* For bread, they would need to eat 39 slices. For spaghetti sauce - 20 servings. For salad dressing - 50 servings. These out-sized quantities show that many foods contain only small amounts of high fructose corn syrup.

So why is high fructose corn syrup even used in these foods? In bran cereals, for instance, high fructose corn syrup helps retain moisture and makes bran cereal palatable. In spaghetti sauce, high fructose corn syrup reduces the acidity and tartness of cooked tomatoes. In baked goods, high fructose corn syrup offers excellent browning characteristics and acts as an energy source to create yeast-raised bread. High fructose corn syrup also enhances fruit and spice flavors in yogurts, and marinades. See other side for more consumer benefits of high fructose corn syrup.



\*Number of servings required to reach IOM<sup>1</sup> added sugars threshold ( $\leq 25\%$  of calories<sup>2</sup>) for a variety of foods. Number of servings =  $500 \text{ kcal} \div (\text{Sugars content} \times \text{Reference amount} \times 4 \text{ kcal/g})$

1. Trumbo P, Schlicker S, Yates AA, Poos M. Institute of Medicine. Dietary reference intakes for energy, carbohydrate, fiber, fat, fatty acids, cholesterol, protein and amino acids. *J Am Diet Assoc* 2002; 102: 1621-1630

2. Equals 500 kcal/day for 2000 kcal/day diet

# HIGH FRUCTOSE CORN SYRUP BENEFITS

Food companies formulate products to create foods and beverages that appeal to consumer needs and preferences. What matters most to consumers beyond assurance of basic safety? Taste tops the list, with nutrition, convenience and cost as close runners up. High fructose corn syrup is often the sweetener of choice because it provides many consumer benefits and often plays a key role in the integrity of food and beverage products that has little to do with sweetening.

Here are some examples of how high fructose corn syrup is used in popular products:

Baked Goods	High fructose corn syrup gives a pleasing brown crust to breads and cakes; contributes fermentable sugars to yeast-raised products; reduces sugar crystallization during baking for soft-moist textures; enhances flavors of fruit fillings.
Yogurt	High fructose corn syrup provides fermentable sugars; enhances fruit and spice flavors; controls moisture to prevent separation; regulates tartness.
Spaghetti sauces, ketchup and condiments	High fructose corn syrup enhances flavor and balance – replaces the “pinch of table sugar” grandma added to enhance spice flavors; balances the variable tartness of tomatoes.
Beverages	High fructose corn syrup provides greater stability in acidic carbonated sodas than sucrose; flavors remain consistent and stable over the entire shelf- life of the product.
Granola, breakfast and energy bars	High fructose corn syrup enhances moisture control, retards spoilage and extends product freshness; provides soft texture; enhances spice and fruit flavors.
Canned and frozen fruits	High fructose corn syrup protects the firm texture of canned fruits and reduces freezer burn in frozen fruits; enhances fruit flavors.
Frozen beverage concentrates	High fructose corn syrup has a lower freezing point, so frozen beverage concentrates have the added convenience of being pourable straight from the freezer and easier for consumers to thaw and mix with water.

To learn more about high fructose corn syrup, please visit [www.SweetSurprise.com](http://www.SweetSurprise.com).



[SweetSurprise.com](http://SweetSurprise.com)

