

SUGAR FREE & NO SUGAR ADDED

The US FDA defines a **sugar free** food as having less than 0.5 grams of sugar per serving; a **no-sugar-added** food is defined as one in which no sugar or sugar-containing ingredient is added during processing. In Isabella's No Sugar Added items, any sugars present occur naturally in the fruit that the product contains.

Isabella's SF/NSA products are sweetened with **maltitol**, a corn derived sugar alcohol, and small amounts of **sucralose**, a non-caloric intense sweetener. After extensive research, Isabella's Healthy Bakery has chosen these as the perfect sweeteners for our SF/NSA products. **Maltitol**, a sugar alcohol, does not cause a sudden spike in blood sugar levels; it has a low glycemic index, and provides a balance of taste and texture that other sugar alcohols have not been able to deliver. Similar tests have shown that the taste profile of **sucralose** surpasses that of other intense sweeteners. **Maltitol** has less calories than sugar, and neither **maltitol** nor **sucralose** promotes tooth decay, or causes intoxication.

Several studies have shown that the need for sugar free and no sugar added foods is growing substantially. *Isabella's Healthy Bakery provides products that are designed to fill these needs.*

- ◆ The Natural Market Institute's (NMI) 2007 report ranks "shopping for healthy products" and "working women looking for healthy convenience in snacking" among the Top Ten Trends of 2007.
- ◆ AC Nielsen Consumer & Shopper Insights, April 2006, reports a growing market of aging consumers, the "baby boom" generation, who are seeking foods that are compatible with a diabetic diet. SF/NSA foods are also an integral component of the fight against obesity, a condition that is prevalent among the general population, and one that is gaining wide attention for its negative impact on overall health.
- ◆ In a collaborative effort to promote good health, 3 premier health organizations, the American Cancer Society, the American Diabetes Association, and the American Heart Association together recommend a diet that "limits foods that are high in added sugar." (www.everydaychoices.org). ADA estimates show that about 75 million Americans are prediabetic or diabetic. This population demands foods with low sugar content that taste great. *Isabella's SF/NSA foods deliver all that is recommended.*

FAT FREE

The US FDA defines a fat free food as one having less than 0.5 grams of fat per serving.

Several studies of shopping trends in retail foods indicate an increasing need for foods that are fat free.

- ◆ The Natural Marketing Institute ranks "the search for healthy snacks" among the Top Ten Trends of 2007.
- ◆ The National Academy of Sciences' Institute of Medicine reports that the ingestion of both saturated fats and trans fats raise blood levels of LDL ("bad" cholesterol), and may reduce HDL ("good" cholesterol) levels. Both these factors precipitate cardiovascular disease.
- ◆ The American Cancer Society, the American Heart Association, and the American Diabetes Association, collaboratively advocate a diet that is low in fats. (www.everydaychoices.org).

It is expected that the increasing desire to eat healthier, and to prevent disease will continue to drive the trend towards fat free foods. *Isabella's fat free foods deliver great taste without the fat.*

TRANS FAT

Trans fats are unsaturated fatty acids that are formed when vegetable oils are processed through partial hydrogenation to form a more stable liquid or a solid.

Although trans fats are unsaturated, their physical structure enables them to act like saturated fats. It is because of this feature that trans fats pose the same threats to heart health that are associated with saturated fats. These include increasing blood levels of LDL ("bad" cholesterol), decreasing levels of HDL ("good" cholesterol), and contributing to obesity.

The impact of trans fats in food is so significant that New York City has outlawed the presence of trans fats in foods that are sold in its environs. Numerous other locales have followed suit and the number is growing.

All Isabella's products contain zero grams of trans fat per serving.

WHOLE GRAIN

The FDA guidelines state that any food labeled as "Whole Grain" should contain all parts of the grain – the bran, the germ and the endosperm, "in the same relative proportions as they exist in the intact grain." Whole grain foods thus retain all the vitamins, minerals, antioxidants, other micronutrients, and fiber content that is inherent in the grain in its natural state.

Several reports from reputable sources advocate the increase of whole grain foods in the typical American diet. These sources also encourage a decrease in sugar and fat intake.

- ◆ Food Processing magazine, in its Wellness Foods Trends, 2007, cites the latest market analysis report of Business Insights Ltd. which claims that foods that promote heart health, such as whole grain products, will be among the market trends that "will comprise the lion's share" of future spending on healthy foods.
- ◆ Similarly, in a collaborative venture to improve health and wellness in the general population, the American Heart Association, the American Cancer Society, and the American Diabetes Association all advocate a diet that is rich in whole grains. (www.everydaychoices.org)
- ◆ The 2006 report from Web MD on *America's 10 Hottest Food Trends*, states that foods that are formulated for children are "trimming fat, sugar, and food allergens while boosting calcium and whole grains." The same source recognizes that shoppers still have a taste for treats, and that they are looking for healthier "sweets and desserts without sacrificing taste."

It is expected that these trends and recommendations will generate a significant increase in consumer demand for whole grain products.

Isabella's Healthy Bakery provides whole grain products that fit the profile for taste and goodness that consumers demand



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The Skinny on Isabella's...

At Isabella's®, we are known for great-tasting, healthy bakery products. Isabella's® muffins, cakes and cookies are designed to provide the qualities that health conscious consumers desire. Our offerings include fat free, low fat, sugar free, no sugar added, and whole grain product lines plus all Isabella's® items contain zero grams of trans fat per serving. The market for such foods is growing rapidly as consumers become more educated and aware of the impact of diet on health, and demand healthier choices. Allow us to help you tap into that market.