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Wholesome Sweeteners' Organic Zero™ Wins SCAA's Best New Product Award

Organic Alternative to Sugar Substitute Available This Summer



SUGARLAND, May 17, 2007 – Wholesome Sweeteners, the category leader for organic and natural sweeteners in North America, featured its breakthrough organic sweetener, **Organic Zero**, at the Specialty Coffee Association of America (SCAA) conference and trade show and took home the coveted prize for **best new product**. Organic Zero contains **zero calories, zero Artificial Ingredients** and a **Glycemic Index of Zero**, and is a natural replacement for sugar substitutes.

The SCAA is a recognized authority on “gourmet” or “premium” coffee, and this year, held its annual conference and trade show May 4-7 in Long Beach, California. Attendees included coffee producers, exporters and importers, roasters, retailers, brew masters, equipment manufacturers, service providers, culinary professionals and allied partners to the specialty coffee trade. The award for best new product recognizes Organic Zero for its flavor and attributes.

“This is tremendously rewarding for us,” said Nigel Willerton, CEO of Wholesome Sweeteners. “We have reinvented the organic sweetener category over the last six years, through product extensions and the introduction of Fair Trade Certification™. We launched Organic Zero in anticipation of new consumer demands for a ‘healthier’ alternative to artificial sweeteners, and Organic Zero now provides the consumer with an organic choice. I am fortunate to work with a talented team at Wholesome Sweeteners who took the concept and delivered an outstanding flavorful, eye-catching product.”

For more information about Organic Zero, visit www.OrganicZero.biz or contact Pauline McKee: Pauline@organicsugars.biz