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CALIFORNIA NATURAL PRODUCTS RICE SYRUPS HELP TO LOWER SUGAR IN A RANGE OF FOOD PRODUCTS

33-year History of Success Bringing Innovation and Growth to Functional Foods

LATHROP, Calif. (October 30, 2012)—Consumers are searching more actively for healthful, tasty food options while reducing the amount of sugar in their diet. Food-makers, responding to this trend, are significantly increasing their use of sugar-reducing ingredients in their products to limit the amount of sugar ingested by consumers, while still delivering on the promise of great taste. The rice syrup ingredients made by California Natural Products (CNP), are a perfect solution to these challenges. CNP ingredients combine excellent quality and functionality while retaining high consumer acceptance.

“CNP ingredients are all about quality and health,” said Pat Mitchell, president and founder of California Natural Products. “From the founding of the company in 1980, including some of the first work in North America with the healthful ingredient inulin, we have always been at the forefront developing ingredients and products that help improve people’s health.”

CNP rice syrups, including those that are USDA Certified Organic, have several distinctive advantages including:

#1 – Sugar Reduction. CNP rice syrup, made without artificial components, allow food-makers to reduce the level of sugar in their products without resorting to artificial or chemical sweeteners. These syrups also improve the functionality, form, mouth-feel and quality of the finished product. The result is a superior, delicious food with less sugar.

#2 – Innovation. The CNP Research & Development team works with each food industry client to create innovative, custom solutions for each formulation challenge. As a result of CNP’s efforts, leading U.S. food companies have better results and better products.

#3 – Facilitating the growth of the industry. Several organic market reports, including data from the Economic Research Service of the U.S. Department of Agriculture¹, have noted that the growth of the organic industry would be even faster than its current rate, but for the lack of sufficient organic ingredients to service demand fully. CNP certified organic ingredients are a significant contributor to the range of solutions that food-makers can use to develop even more innovative and popular products.

With the exploding incidence of diabetic health problems, nearly everyone agrees that the amount of sugar in the American diet needs to decrease significantly. To formulate foods that reduce sugar while retaining great taste and consumer appeal requires innovation, technical expertise and a spirit of entrepreneurship.

“We love challenges” said CNP founder Mitchell. “Each new ingredient, each new customer gives us the opportunity to create a custom solution that helps our client companies and brings U.S. consumers better, more healthful foods. The next 10 years should be highly stimulating and gratifying.”

About California Natural Products

California Natural Products (CNP) produces a broad spectrum of ingredients used in hundreds of leading food products. CNP also produces a full range of nutritional non-dairy beverages, nutritional drinks, soups, broths, teas, coconut waters and wine – all in environmentally sustainable flexible packages supplied by Tetra Pak®. The company was founded in 1980 by Pat Mitchell, a third-generation family farmer, and is headquartered on the original Mitchell property in northern California. CNP has developed many of the industry’s iconic best-loved products, which are currently found in nearly every supermarket and natural foods store in the country. In 2009, CNP entered the branded products market with CalNaturale® wine, made with organic grapes, and CalNatural Svelte® protein shakes. For more information, visit www.cnp.com.

¹ [Emerging Issues in the U.S. Organic Industry](#), Economic Research Service (ERS), USDA, 2009.

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