



The NutraSweet Company

For Immediate Release

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NutraSweet expects higher neotame sales in 2011 Spiking sugar prices are key factor in volume growth

Chicago, IL, February 7, 2011 – The NutraSweet Company said today that it expects sales volume for neotame, its most powerful sweetener ingredient, to continue to grow in 2011. According to CEO Craig R. Petray, the current imbalance in the supply and demand cycle for sugar is a key factor in the company's outlook.

Neotame enjoyed sharply higher sales in 2010 as sugar prices rose more than 70 percent to a 30-year high. Consequently, neotame sales jumped 20 percent as manufacturers moved to find economical sugar substitutes. Sales also were aided by neotame ingredient approvals from authorities in the European Union, Norway, Turkey, Hong Kong, Vietnam and Israel. NutraSweet sells neotame in Europe through its distribution partners, Brenntag (Western & Central Eastern Europe) and Disproquima (Iberia).

Neotame has developed an important niche in the sweetener market as an ingredient that can be blended with lesser amounts of sugar in many food products. The blends yield lower ingredient costs for food and beverage makers and offer important consumer benefits such as lower sugar content and reduced calories. Neotame is 8,000 times sweeter than sugar.

As important, according to Petray, neotame can be substituted without altering the taste characteristics of favorite foods and beverages. "In fact, when we work on sweetener blends with customers in our SweetSpot beverage lab, we find that neotame actually enhances many flavors," Petray said.

Many sources say that sugar supplies are expected to be short of demand again in 2011, producing yet another period of increased price pressure. Already this year, supplies of raw sugar from Australia, the world's third largest exporter, have been hard hit by weather problems. Output from Brazil, the world's No. 1 exporter, also has experienced weather related shortfalls in recent months.

About The NutraSweet Company

The NutraSweet Company, headquartered in Chicago, produces and markets sweeteners in more than 100 countries. Its sweeteners are used in over 5,000 food and beverage products and are consumed by 250 million people worldwide. The company is owned by J.W. Childs Associates, a leading private investment firm located in Boston with substantial experience in the food, beverage and food ingredient business.