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Triarco Industries Introduces BeFlora Plus 20x® The Sweet Fiber

WAYNE, New Jersey – Tuesday, January 24, 2006 -- Today Triarco announced a key addition to the BeFlora® line up...BeFlora Plus 20x®. As the name and number indicates, this soluble fiber product is also approximately 20 times sweeter than sugar. With the combination of product shortage and price hikes affecting sucralose customers, this was the perfect time to introduce BeFlora Plus 20x®.

This new version of BeFlora® is being widely used in conjunction with sucralose to lessen both the effective sweetening cost per serving and the complete dependence on sucralose. Many customers have opted to blend BeFlora Plus 20x® with sucralose in a 25% to 75% ratio respectively in order to lower their net sweetening costs by almost 24% in some cases. It should be noted that while BeFlora® is not 100% natural, it does enjoy self-affirmed GRAS status.

Dr. Mark Anderson, head of Research and Development at Triarco, commented about the various benefits that BeFlora® products have to offer.

“BeFlora® products provide a convenient way to increase daily fiber intake and gain the health benefits of a balanced intestinal Flora,” he said. “These products also reduce cost and improve taste.”

Dr. Anderson noted that all BeFlora® products not only improve taste, but they improve texture and prebiotic fiber properties as well.

“The key market categories for BeFlora® include high fiber supplementation, low sugar content, a reduction in fat and low net carbohydrate content,” he said.

Although BeFlora Plus 20x® is best applied in beverages, this versatile sweetening mix can be used in practically any other application such as bakery systems, confections, supplements and dairy products.

To top it off, BeFlora Plus 20x® has approximately $\frac{3}{4}$ the calories of sugar, which makes this remarkable product great for reduced calorie and diet products. Simply divide the amount of sugar equivalent desired in your application by 20 and add that much BeFlora Plus 20x®.