

Coconut water offers electrolytes

iTi Tropicals, Lawrenceville, N.J., now offers aseptic, single-strength natural coconut water manufactured by Sambu Group, which is based in Singapore and processes about 4.5 million coconuts a day.

"With a stable and consistent supply source of fresh coconuts, we can ensure our customers' thirst for coconut water would be quenched as we meet their growing demand for the

long term," iTi Tropicals said.

The Beverage Marketing Corp., New York, said coconut water is "water from the coconut that is naturally rich in nutrients like potassium and electrolytes that are critical ingredients in commercial sports drinks and other hydration beverages."

For more information, call (609) 987-0550 or visit www.ititropicals.com.



Extracts exhibit health benefits

Extracts from **FutureCeuticals, Inc.**, Mokenca, Ill., exhibited health benefits in studies conducted at the FutureCeuticals laboratories by Dr. Zbigniew Pietrzkowski, vice-president of research and development.

VitaGranate, a standardized pomegranate extract, was found to be an activator of the heart-health influencing

enzyme Paraoxonase 1 (PON1) in an *ex vivo* study. Study results found VitaGranate stimulated PON1 in human serum by as much as 47%.

VitaBlue, a standardized blueberry extract, was shown to inhibit the Angiotensin Converting Enzyme (ACE) *in vitro* up to 98% at a concentration of 0.3%. High levels of this

enzyme are associated with an increased risk of cardiovascular health concerns.

CranForte, a standardized cranberry and grape seed extract blend, was shown to inhibit low-density lipoprotein (L.D.L.) cholesterol in an *ex vivo* study.

For more information, visit www.futureceuticals.com.

Survey reveals little awareness of probiotics

Americans spent more than \$1 billion on products containing probiotics over the past year, but only 15% of respondents in a recent survey said they were somewhat or very familiar with probiotics. The survey, conducted by Opinion Research Corp. for Cleveland-based **Ganeden Biotech**, found 85% of respondents know little to nothing about probiotics.

Ganeden Biotech is launching a series of four "Gut Reaction" podcasts that will focus on digestive health and probiotics. Dr. Michael F. Roizen, M.D., will host the podcasts. He is chairman of the scientific advisory board for RealAge, Inc., a consumer-health media company. The first podcast is available at www.digestiveadvantage.com.

"Many people may not understand that probiotics are more than something you find just in yogurt," Dr. Roizen said. "Taking probiotics is a habit that can

really benefit the digestive system, which is intricately connected to our overall health. Yet most Americans are still unfamiliar with them and the good they do."

Ganeden sells over-the-counter

probiotics and also licenses its patented probiotic bacteria, Ganeden BC30, for use in commercial food and beverage applications, medical foods, and dietary supplements.

Web site promotes nutraceutical products

Hormel Foods Specialty Products Division, Austin, Minn., has launched www.hormeleterna.com, a web site for promoting its nutraceutical products.

"As we continue to grow our suite of nutraceutical products, our hope is that our customers can use this web site as a resource for information about the quality ingredients available to them through Hormel," said Chet Rao, sales and marketing manager for Hormel Foods Specialty

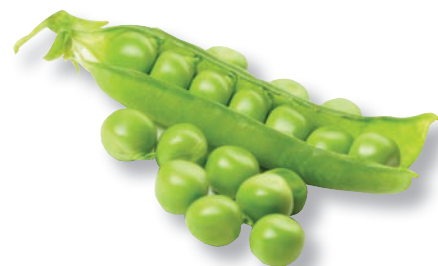
Products. "The demand for more health-conscious products is growing, and Hormel is dedicated to meeting the needs of consumers by providing quality nutraceutical ingredients."



Amino acids make pea protein a good fit for sports foods

Pisane, a new pea protein isolate, offers 98% digestibility and a balanced amino acid profile, making it well-suited for use in sports foods, according to **A&B Ingredients**, Fairfield, N.J. Pisane contains 88% to 90% protein.

Manufactured by Cosucra Groupe Warcoing, Warcoing, Belgium, Pisane is gluten-free



and exhibits low incidents of allergens, said Gil Bakal, marketing director for A&B Ingredients.

"Overall protein needs are greater for people who exercise regularly," he said. "The level of branched chain amino acids in Pisane pea protein is higher than other vegetable proteins and is comparable to those found in milk and egg protein. This is particularly important in sports foods because they allow the maintenance of muscle tissue during intense exercise."

For more information, call (973) 227-1390 or visit www.abingredients.com.