

**For more information, please contact:  
Pamela Stewart, Essenza Communications  
Phone: 303-442-2032  
E-mail: pamela@essenzacomm.com**

**For Immediate Release  
News Release**

## **Emerald Forest Sugar Launches U.S. Hardwood-based Xylitol**

### **Sugar Alternative Phenom Now Sourced Sustainably From Domestic Birch Trees**

**Broomfield, CO – (January 2010)** – Emerald Forest Sugar, Inc. (EFS) announces that it is the first company to demonstrate a true commitment to domestic and sustainable harvesting and manufacturing of xylitol. The company recently switched from non-GMO corn-based xylitol sourced in China to U.S. hardwood, because of both consumer and retailer requests.

As consumer demand for sugar alternatives surges, xylitol is garnering increasing enthusiasm not only for its incredible health benefits but also because it's used as an equal exchange for processed sugar in any recipe or as a sweetener in beverages and other foods. Xylitol registers seven on the glycemic index scale, as opposed to sucrose (fructose and glucose) which is around 68 and honey which is about 55, making it ideal for people with diabetes or blood sugar management issues. It also acts like fiber, helping the body absorb calcium and actually preventing cavities. Xylitol contains 45% fewer calories than sugar.

"Our goal is to produce high-quality affordable sweeteners that are environmentally friendly," says Doug Stauffer, founder and owner of Emerald Forest Sugar, Inc. "And, local and sustainable are the big buzz words in business these days. After careful consideration that our quality would not be compromised, we made the switch from corn to hardwood from the U.S. So far the reaction has been very positive."

EFS was founded in 2003 by Stauffer, who has a PhD in health sciences. He was working at his family's alternative health clinic in Broomfield when a patient brought him a bag of xylitol to try. As a healthcare practitioner, he was well aware of the pitfalls of white sugar and its affect on the body's acidity, which is the crux of many chronic diseases, stating that the first action item with any new patient was to eliminate sugar from the diet.

Stauffer decided to start importing non-GMO corn-based xylitol from China, and within a couple of years, the business had blossomed into an outlet for not only bags, cans and single-serve xylitol packets, but also gum, mints, sours and other items. In 2009, he switched to domestic hardwood tree-sourced xylitol. The pulp is processed in a Minnesota mill and then shipped to Illinois for manufacturing into granulated xylitol, and then to a factory in Broomfield, Colorado, where all the manufacturing and packaging takes place. Currently the EFS product line up features a one-pound bag, a 2-lb. composite can, a 100-count box of single serve packets of granulated xylitol, plus six flavors of mints, six flavors of sours, four flavors of gum, and coffee shots (coffee flavor and caffeine without the acid) – all under the brand name "Ricochet."

Once primarily limited to Internet sales, EFS is now launching into natural foods and grocery stores nationally. The company projects doubling its current sales in 2010. EFS is #1 in the conventional channel with sales growing 31.6%, as well as a sales growth of 50% in the natural channel. The company is planning to launch a line of functional chewing gum in early 2010. With SPINS reporting a 151.7% growth spurt in conventional grocery for "other granulated sweeteners," EFS' push in the retail market is perfectly timed.

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### **About Emerald Forest Sugar, Inc.**

Emerald Forest Sugar, Inc. was founded in 2003 to introduce consumers to xylitol, an all-natural sweetener that is a healthy alternative to processed sugar. Today, Emerald Forest offers more than 30 products, including bulk xylitol and erythritol, coconut palm sugar, and a variety of mints, sours, gum and coffee shots. Emerald Forest also offers private label products for a variety of companies. The products are ideal for diabetics and health conscious consumers because they are delicious, help stabilize blood sugar and are actually good for dental health. Emerald Forest Sugar's mission is to provide consumers with a healthy, versatile and affordable alternative to white sugar and other sweeteners, as well as a product that is environmentally friendly and sustainably sourced and processed.