



NEWS

Contact: Susan Schneider
(847) 438-4465
prwhiz@aol.com

For Immediate Release

Surf Sweets® Among Few Candy Offerings Free of Synthetic Dyes Despite Growing Consumer Concern Over Affect on Children

Surf Sweets are naturally colored and sweetened, totally delicious and Vitamin C-rich



SWEETS & SNACKS EXPO (CHICAGO), May 25, 2010 – There's growing consumer awareness and concern in the U.S. and abroad about the impact of synthetic dyes and artificial flavors on the health of children. This summer (July 2010), European food and beverage manufacturers will be required to include a strong warning statement on products containing six synthetic dyes indicating their products "may have an adverse effect on activity and attention in children." In the U.S., the [Center for Science in the Public Interest \(CSPI\)](#) is urging the FDA to ban completely eight widely used food dyes that have been linked to behavior problems in children, specifically those with ADHD.

Chicago area-based [Surf Sweets®](#) (Booth #653) is one of the few candy companies in the United States that avoids using synthetic dyes or artificial flavors in any of its products, which was a primary goal of the brand when it was originally founded. All Surf Sweets products are [Stage 2 Feingold-approved](#), meaning they are approved by The Feingold Association, a non-profit that publishes approved food lists to help people avoid certain synthetic food additives.

The use of synthetic food dyes has grown substantially in the U.S. over the past 50 years. According to the FDA, the amount of food dye certified for use in 1955 was 12 milligrams per capita per day. In 2007, it was 59 mg per capita per day, or nearly five times as much.

"Surf Sweets uses only the highest quality organic and natural ingredients for our candies, and they're all free of artificial colors, flavors and GMOs," says Bert Cohen, President and Founder of TruSweets, LLC, a socially responsible company dedicated to building delicious sweet snack brands like Surf Sweets that are better for our families and our planet. "Where most candy gets its color from synthetic dyes, Surf Sweets uses natural ingredients like black carrot juice concentrate and turmeric (from the ginger family) to color our candy," he says. "And where most candy is sweetened with corn syrup, Surf Sweets candies are organically sweetened with real organic fruit juice and evaporated cane juice instead. Our offerings also provide 100% of the U.S. Recommended Daily Allowance (RDA) of antioxidant Vitamin C."

Surf Sweets offers seven unique varieties of its mouth-watering organic and natural gummy candies and jelly beans, all of which are made with organic fruit juice and sweeteners, and without artificial colors or flavors:

- Gummy Bears
- Gummy Worms
- Organic Jelly Beans
- Sour Worms
- Organic Fruity Bears
- Gummy Swirls
- Sour Berry Bears

All Surf Sweets candies are gluten free; dairy and casein free; allergy friendly meaning that they contain none of the most common food allergens (wheat, dairy, peanuts, tree nuts, egg, soy, fish, shellfish); and Feingold approved. All Surf Sweets products are produced and packaged in a dedicated nut-free facility. Surf Sweets has many delicious options for vegans and vegetarians as four of its candies are vegan (Fruity Bears, Gummy Swirls, Sour Berry Bears, Sour Worms) and five are vegetarian (Fruity Bears, Gummy Swirls, Jelly Beans, Sour Berry Bears, Sour Worms).

Each 2.75-oz bag of Surf Sweets candies contains only 120-140 calories per serving depending on the variety. Suggested retail price is \$1.99.

Surf Sweets also offers three 0.9-oz snack-size packs of its candy – Gummy Bears, Sour Berry Bears, and Jelly Beans -- that are perfect for on-the-go snacking or school lunches. Gummy Bears and Sour Berry Bears snack-size packs contains only 80 calories per package; Jelly Beans contain 90 calories. Suggested retail price is \$.79.

Most recently, Surf Sweets launched Surf Sweets Sour Worm Halloween Pack containing 20 individually wrapped treat packs of Surf Sweets Sour Worms. The holiday offering will be on shelf in October 2010 for a suggested retail price of \$4.99.

Unlike other candy brands, Surf Sweets proudly makes its products in the USA. They're currently available in mainstream grocery and natural foods stores, online and at specialty retailers throughout the U.S. and Canada. For more information on store locations, visit <http://www.surfsweets.com/buy.php>.

About Surf Sweets

Surf Sweets is the country's leading brand of naturally sweetened, totally delicious gummy candies and jelly beans made with organic and natural ingredients and without any artificial colors and flavors. Surf Sweets is owned and operated by Prospect Heights, IL-based TruSweets, LLC, a socially responsible company dedicated to building delicious sweet snack brands that are better for our families and our planet. The company was founded in 2008 by Bert Cohen, an entrepreneur with a successful track record of building businesses in the natural foods industry. Surf Sweets currently offers seven unique varieties of mouth-watering gummy candies and jelly beans that are available at mainstream grocery and natural foods stores, online and at specialty retailers throughout the U.S. and Canada. For more information, visit www.surfsweets.com.

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