

For Immediate Release

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Neotame Sales Surge in 2004 with Consumer
Demand for Less Sugar.

Chicago, IL, February, 2005 – The NutraSweet Company said today that worldwide sales of neotame, the company's high powered sugar substitute, more than quadrupled last year as food and beverages manufacturers responded to increased demand for products with fewer calories and carbohydrates. Neotame is 8,000 times sweeter than sugar and was approved by the FDA in 2002.

According to NutraSweet CEO Craig R. Petray, the company is taking steps to ensure production capacity as the upsurge in neotame sales continue. "We are planning a significant increase in neotame production capacity this year to meet the accelerating customer demand", he said.

"Neotame's sugar-like taste and cost advantages have helped us open new sales channels for our sweeteners," Petray said. "These, along with the success of The Sweet Spot, our new development lab in Chicago, put us in a better position to help customers develop foods and beverages sweetened with neotame that are great tasting, lower in calories and highly cost efficient."

The NutraSweet Company, headquartered in Chicago, produces and markets sweetener substitutes 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.