

FOR IMMEDIATE RELEASE

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WHOLESOME SWEETENERS HOSTS ORGANIC PIONEER AND COOKBOOK AUTHOR JESSE COOL FOR BOOK SIGNING AT NATURAL FOODS EXPO WEST

ANAHEIM, Calif., Feb. 27, 2003 – How sweet it is! Celebrated organic restaurateur, author and Wholesome Sweeteners fan Jesse Ziff Cool will be on hand at the Wholesome Sweeteners booth # 4163 on Friday and Saturday, March 7 and 8, from 11 a.m. to 12:30 p.m. to sign her latest cookbook *Toast: 60 Ways to Butter Your Bread & Then Some*. Proceeds from the sale of all books will be donated to the Organic Farming Research Foundation.

As an added treat, samples of 100-percent organic dessert selections from Cool's book will be served. Prepared by world-famous Mani's Bakery and Café, using Wholesome Sweeteners organic sugars and natural brown sugars, these treats will offer visitors the opportunity to taste the difference for themselves.

"We salute Jesse Ziff Cool for her lifetime dedication to organic farming and cuisine," said Pauline McKee, Marketing Director of Wholesome Sweeteners. "It's an honor to host her at our booth and to help raise funds for her designated charity, the Organic Farming Research Foundation."

The Organic Farming Research Foundation was founded in 1990 to foster the improvement and widespread adoption of organic farming practices. Its mission is to sponsor research related to organic farming practices; to disseminate research results to organic farmers and to growers interested in adopting organic production systems; and to educate the public and decision makers about organic farming issues.

Jesse Ziff Cool is the owner and chef-proprietor of the Flea Street Café, JZCool Eatery and Catering and the Cool Café, all situated near Stanford University and her home in Palo Alto, Calif. Her other books include *Your Organic Kitchen; Breakfast in Bed; Tomatoes: A Country Garden Cookbook;* and *Onions: A Country Garden Cookbook.*

Houston-based Wholesome Sweeteners is a majority owned subsidiary of Edward Billington & Son from the U.K., and supplies only the finest organic and natural products from socially and environmentally responsible manufacturers. Wholesome Sweeteners' range of 100 percent organic sugars, which are the best selling range of organic sugars in the USA and Canada, include: Organic Powdered Sugar; Organic Sugar; Organic Sucanat; Organic Blackstrap Molasses; and Organic "European-Style" Sugar Packets. Wholesome Sweeteners' range of Billington's Unrefined All-Natural sugars include: Demerara Sugar; Milled Golden Cane Sugar; Light Brown Muscovado Sugar; Dark Brown Molasses Sugar; and Sugar Crystals.

Consumers should look for the Wholesome Sweeteners line of organic and all-natural sugar products at Trader Joe's, Whole Foods, Wild Oats, and other select grocers and specialty stores nationwide and in Canada. More information can be obtained at www.wholesomesweeteners.com or by calling 1-800-680-1896.