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WHOLESOME SWEETENERS INTRODUCES NEW ORGANIC POWDERED SUGAR AT 2003 ALL THINGS ORGANIC TRADESHOW IN AUSTIN, TEXAS

Austin, Texas., May 1st, 2003 – It's the news organic bakers and natural ingredient enthusiasts will be buzzing about from coast to coast. Wholesome Sweeteners, the nation's leader in organic and natural sweeteners, will introduce its Organic Powdered Sugar in the new one-pound, resealable pouch at the All Things Organic Tradeshow in Austin 14th-16th May 2003.

Wholesome Sweeteners Organic Powdered Sugar is made from 100 percent certified organic sugar ground to the perfect consistency to create a fine creamy powder, rich in molasses, vitamins, minerals and trace elements naturally found in the sugar cane plant. Unlike refined white powdered sugar with its overpowering, harsh, chalky sweetness, Wholesome's Organic Powdered Sugar retains the cane's natural molasses to give a smooth, mellow and rounded flavor. Perfect for all-natural organic baking in frostings, cookies, cakes, pastries, toppings, confectioneries or fillings, it is used as a one-for-one replacement for refined powdered sugar.

"Our Organic Powdered Sugar is demonstrably superior in taste and texture to refined powdered sugar," said Pauline McKee, Marketing Director of Wholesome Sweeteners. "We are encouraging all industry members and Tradeshow visitors to come by and taste the difference for themselves!"

The Organic Powdered Sugar will be rolling out across the USA to distributors and retailers in March '03. Consumers should look for the product at Trader Joe's, Whole Foods, Wild Oats, and other select grocers and specialty stores nationwide and in Canada.

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 is the premier ingredient supplier of organic and all natural sugar products in the U.S. and Canada. More information can be obtained at www.WholesomeSweeteners.com or by calling 1-800-680 1896.