

THE WALL STREET JOURNAL.

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By JOSEPH DE AVILA

Food makers are rolling out a host new of sweeteners for people looking for zero-calorie alternatives. One of the latest ingredients being used is rebiana, found in the stevia plant from South America. Another ingredient food makers increasingly use is erythritol, which is found in fruits. Both are FDA-approved. Americans continue searching for low-calorie options for their diet. In 2007, 194 million Americans consumed low- and reduced-calorie foods, according to the Calorie Control Council, an industry group representing the diet-food industry. That's up from 180 million in 2004. The new sweeteners can vary in taste and can affect people differently. "There are many people who have food sensitivities to sweeteners," says Tara Gidus, a registered dietician and spokeswoman with the American Dietetic Association. "If it gives you a headache, don't drink it, or try another one." We tried four of the newest sweeteners to see how they taste. Here's what we found.

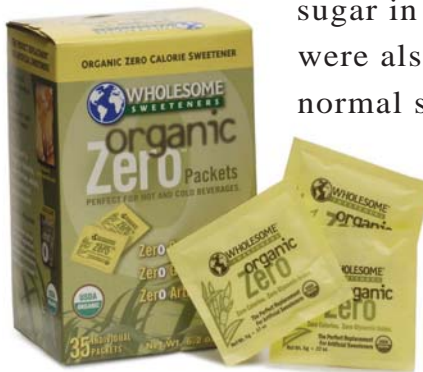
Wholesome Sweeteners' Organic Zero

Price: \$13.99 for a 12-ounce pack Availability:

Wholesomesweeteners.com Comment: This was

our favorite sweetener. Organic Zero uses only organic erythritol and tasted the most like real

sugar in our coffee. The grains were also similar to the size of normal sugar, too. It did take three moderate spoon-fuls of the substitute to get our small coffee to taste right, though.



Stevia Extract in The Raw

Price: 2 boxes of 50 packets for \$8.51

Availability: Steviaextractintheraw.com

Comment: Made with rebiana and dextrose, this sugar substitute tasted very synthetic. The texture was similar to Splenda, but a little grainier. We put one packet in our strong cup of coffee and it was too sweet. We weren't able to finish our cup.

Sweet Simplicity Sweetener

Price: \$13.99 for 1.75-pound canister

Availability: Sweetsimplicitysweetener.com

Comments: Sweet Simplicity uses erythritol, fructose and natural flavors. This powdery substitute tasted sweeter than sugar. Alone it tasted like the candy necklaces we ate as children. When we tried it with our coffee, we thought it was too sweet and tasted artificial.

Truvia

Price: \$3.99 for 40 packets

Availability: Truvia.com

Comment: Truvia's ingredients are a combination of rebiana, erythritol and natural flavors. We found it to be more subdued than other sweeteners. The grains were similar to regular sugar and had an odor akin to cotton candy. We could easily add this to our coffee, in moderation.