

The move to place warning labels on food and beverages containing synthetic dyes in the European Union is bringing about similar discussions in the United States, events which are bringing a Minnesota company's alternative to these dyes into the spotlight. If you would like high resolution photos and/or a time to interview the CEO of this company, please let us know.

Purple Power

Recent EU Happenings Put Suntava in Spotlight

Afton, Minnesota, August 17, 2010 — Last year, Suntava®, a Minnesota-based ingredient technology company, introduced its proprietary, non-GMO, purple corn hybrid.

This versatile product can supply an all-natural color extract as an alternative to synthetic food and beverage dyes. It also offers a whole grain for applications in cereals, breads and chips, and a purple corn concentrate bottlers and restaurants can use to make healthy and nutritious fruit and vegetable fusion drinks.

Meanwhile, new EU rules requiring warning labels on products containing certain synthetic dyes, the result of a study conducted at the University of Southampton in 2007, have gone into effect.

The results of this study, published in an issue of *The Lancet*, claimed that certain synthetic dyes were linked to hyperactivity in children, which prompted the European regulation.

The wording of the warning – “*may have an adverse effect on activity and attention in children*” – has been considered by some to be a de facto ban since it should have a strong effect on sales, and for some has already resulted in a movement away from the use of synthetics.

One of the synthetic dyes tested in the Southampton study was Red 40. Suntava's natural color from purple corn, Sayela®, offers a very close hue match to Red 40 in a typical beverage application.

As these developments continue, Suntava has positioned itself pro-actively as a progressive, value-oriented domestic company that can consistently supply natural, stable and sustainable ingredients that deliver on color, texture, taste, quality and exceptional antioxidant benefits.

With these valued-added qualities in hand, Suntava is opening doors in key markets, as companies that can benefit from its products take notice, and as the general consumer's demand for healthy and nutritious food continues to grow.

For more information, please visit www.suntava.com