



Calorie Control Council

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Food and Drug Administration
5100 Paint Branch Parkway
College Park, MD 20740-3835

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The Calorie Control Council (the "Council") is an international association representing manufacturers of low-calorie, reduced-calorie, reduced-fat and light foods and beverages. Companies that make and use acesulfame potassium are among the Council's members.

The Council commends the Food and Drug Administration for amending the food additive regulations to provide for the safe use of acesulfame potassium as a general-purpose sweetener and flavor enhancer. This broadened approval of acesulfame potassium provides the food and beverage industry with an additional opportunity to meet the ever growing consumer demand for light* products. According to consumer research conducted by the Council in 2000, over 180 million Americans consume light products – and almost 8 out of 10 light product users say they want additional light products from which to choose. By having a variety of low-calorie sweeteners and fat replacers available, manufacturers can use the ingredient, or combination of ingredients, best suited for a given product.

Obesity in the U.S. is a well-know phenomenon. Reducing the caloric value of products consumers desire and incorporating them into an overall healthful diet is an important tool to assist with this serious problem. This broadened approval of acesulfame potassium will provide food manufacturers with additional options providing consumers with more good tasting reduced-calorie products from which to choose.

Thank you for considering the Council's comments.

Respectfully submitted,

Lyn O'Brien Nabors
Executive Vice President

* "Light" in this context refers to the combined categories of light, reduced- and low-calorie, calorie-free, and reduced- and low-fat, and fat-free products.

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