



# Your Just Desserts

## Sweet, Delicious Treats With Less Calories

(NAPSA)—Snacking on sweet treats like ice cream and flavored ice “pops” traditionally doesn’t fit into the diet of those who are trying to watch what they eat (e.g., for weight loss or for other health reasons like diabetes). However, thanks to new products—such as low-calorie alternatives to sugar—healthier snacking options are now available.

One of the more recent examples is sucralose, which is marketed under the brand name SLENDA. What makes this particular product unique is that sucralose is made from natural sugar—the molecular structure has been modified slightly, so the body doesn’t recognize it as sugar. As a result, it has no calories and fewer carbohydrates than sugar.

“SLENDA opens up a whole new world of possibilities for people who want to enjoy an indulgent treat with less calories,” according to Maureen E. Conway, MDA, MA, RD of McNeil Nutritionals. “Because it is made from sugar, it tastes like sugar.”

“More and more, consumers are interested in making smart food choices,” says Dave Smetter of Wells’ Dairy, Inc., makers of Blue Bunny ice cream. “Thanks to products like SLENDA, ice cream and novelties can now be considered as snack options for those people who want to control their caloric, carbohydrate and fat intake.”

Companies like Blue Bunny have addressed the trend toward healthier snacking by using SLENDA in a variety of frozen treats. The new ice creams, packaged ice cream cones and fruit-flavored pops not only taste great, but they’re also a smart snack choice for people who are trying to watch what they eat.

Consider: The average half-



**New ice cream products are now available that are lower in fat, calories and carbohydrates than traditional ice cream.**

cup serving of vanilla ice cream contains 210 calories, 15 grams of fat and 40 milligrams of cholesterol. On the other hand, a similar serving of Blue Bunny Fat Free/No Sugar Added with SLENDA ice cream has just 80 to 100 calories, no fat and less than five milligrams of cholesterol.

The company’s Fat Free/No Sugar Added ice creams come in six flavors, including Mint Fudge Swirl and Caramel Toffee Crunch. Reduced Fat/No Sugar Added ice cream is available in seven flavors, including Banana Split, Cherry Vanilla and Butter Pecan.

Blue Bunny has also incorporated the sweetener into a line of water ice novelties. Sugar Free Bomb Pops, Sweet Freedom Citrus Lites and Sweet Freedom Sugar Free Pops are fat-free, light in calories and available in a freezer-full of flavors, including Lemon, Ruby Red Grapefruit, Tangerine, Orange, Banana, Strawberry and Cherry.

To learn more, visit the Web sites at [www.bluebunny.com](http://www.bluebunny.com) and [www.splenda.com](http://www.splenda.com).