

# ICE BLOCKS!



## Sugar and Ice Blocks: The Facts

All our products contain real and natural ingredients with nothing not entirely necessary for a recipe. Our Mojito for example contains locally produced organic lime, organic mint and even a slice of organic lime. Compare this to the Nestlé (Peters) Icy Pole "Lemonade" which does not even have lemon in its ingredients. Food acid (330) (Citric Acid) comes from an industrial process using the *Aspergillus niger* or black mould fungus.

Our aim is that no ice block should contain more sugar by weight than a similarly sized banana, furthermore most of our ice blocks contain significantly less sugar than that. Below half of the sugar concentration of a banana however ice blocks start to taste bland and are not repeatedly purchased by consumers. This is because people's taste buds are less responsive to sugars when cold. Thus we have to add sugar in some form to many recipes. However we are very conscious of sugar levels and two of our current "juice" range are refined sugar free (relying on natural fruit or natural juice sugars completely) and we have three more in development.

All Nestlé (Peters) Frosty Fruits contain added refined sugar and glucose syrup (derived from wheat). This makes them all potentially unsuitable for people with celiac disease. Frosty Fruits also *all* contain a higher overall sugar concentrations than *any* of our ice blocks. In some cases they contain over 2.5 times the sugar concentrations of our ice blocks and sweeter than a banana.

We have been in touch with the Australian Organic Sugar Producers Association in an attempt to source organic sugar in Australia and currently there is no certified organic Australian sugar mill. Since we live in a sugar growing region it seems crazy to use certified sugar imported from South America when organic sugar cane goes into Australian mills. We are experimenting with using Australian organic sugar cane juice from Woongoolba, QLD.

Many of the ingredients companies like Nestlé and Unilever (Streets) use such as the emulsifier guar gum, are added to make possible the shipment, storage and efficient mass production of iced confectionery. We reject that rationale and add only what is needed to fulfil a recipe's fundamental goal.

Icy Pole (Nestlé): Lemonade. Ingredients: Water, Sugar, Food Acid (330), Vegetable Gum (412), Flavour.

Frosty Fruits (Nestlé): Tropical. Ingredients: Reconstituted Tropic Juices (44%) [Pineapple, Orange, Passionfruit], Water, Sugar, Glucose Syrup (Wheat), Food Acid (330), Vegetable Gum (412), Natural Colour (Annatto), Natural Flavour. Total Sugar 26/100g

Frosty Fruits (Nestlé): Watermelon & Pineapple. Ingredients: Reconstituted Pineapple Juice (19%), Sugar, Watermelon Puree and Reconstituted Watermelon Juice (11%), Glucose Syrup (Wheat), Food Acid (330), Natural Flavours, Elderberry Juice, Natural Colours (Cochineal, Annatto), Vegetable Gum (412). Total Sugar 24/100g

Ice Blocks! (Ours): Custard Apple: Total Sugar 10/100g. Pomegranate: Total Sugar 10/100g. Watermelon: Total Sugar 10.25/100g. Mojito: Total Sugar 14/100g. Coconut: Total Sugar 12.41/100g. Strawberry & Milk: Total Sugar 13.25/100g. Rhubarb & Milk: Total Sugar 19.55/100g. Milk Chocolate: Total Sugar 20/100g