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For Immediate Release

P.L. Thomas to Represent LycoMato® Product Line in the Food and Beverage Industries

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P.L. Thomas & Co., Inc. (PLT) and LycoRed Natural Products Industries, Ltd. of New York City, announced today that PLT of Morristown, New Jersey, will represent the LycoRed product line in the food, beverage and functional food markets. PLT will serve the eastern third of the United States, Canada and Mexico

Paul Flowerman, president of PLT commented: " PLT strongly believes in the healthful benefits of these products and is excited about the opportunity to offer the LycoRed portfolio to our customers. Lycomato®, the world's leading natural lycopene complemented with other important tomato phytonutrients, is very extensively studied. It is already an important ingredient in the dietary supplements industry. We are proud to partner with LycoRed — a company which has put a major effort into substantiating health claims and applying for FDA qualified claim status, petitioning for color additive status and obtaining self-affirmed GRAS certification for all grades of product."

Dave Thomas, sales manager for LycoRed's food business observed: "My organization is delighted to join forces with PLT in rolling out this very important ingredient to the food industry. At the upcoming IFT in New Orleans, we will be showing prototypes of natural lycopene-fortified products such as specialty bread products, soy smoothie, snacks, rice crisps, nutritional bars among others. We have many exciting products to bring the benefits of our ingredient to the attention and benefit of the food and beverage industries".

LycoMato® tomato powder contains 1% natural lycopene and other beneficial tomato phytonutrients including tocopherols and carotenoids. Lycopene® SG 2% is water and lipid soluble and may be used in fortifying beverages.

Recent double-blind studies have shown that lycopene, an antioxidant, may protect against prostate cancer and the risk of coronary heart disease. It is a potent anti-oxidant which also provides numerous other clinically demonstrated benefits.

Rodger Jonas, P.L. Thomas' food industry business development manager, will spearhead this effort for PLT. Jonas said that with the consumer's growing awareness of the health benefits of lycopene and recent GRAS certification, the food industry is highly motivated to include the extract in their products. LycoMato® can be used in a wide range of food, drinks and functional food applications such beverages, breads, tortillas, pastas, and yogurt.

PL Thomas, a New Jersey-based ingredient supplier, offers fifty years of innovation in securing reliable, high quality raw materials for the food/functional food and nutrition industries. PLT is a one-stop resource for application ideas, current industry information and technical service, and specializes in water-soluble gums and clinically-supported botanical extracts.

For more information, please contact Paula Nürnberger at paulan@plthomas.com.

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