



Contact:  
John D. Wankewicz  
**Decas Cranberry Products, Inc.**  
508-866-8506  
johnw@decascranberry.com

**For Immediate Release**

**Research Shows Decas Sweetened Dried Cranberries Pack Twice  
The Proanthocyanidin Punch As Cranberry Juice Cocktail**

*Decas SDCs Offer Greater Amounts of the Natural Compound Responsible for Antioxidant  
And Anti-adhesion Benefits*

**CARVER, Massachusetts (December 13, 2007)** — Decas Cranberry Products, Inc. announced today the results of new research showing that 1 oz. (or a ¼ cup) of Decas Sweetened Dried Cranberries (SDCs) has twice the proanthocyanidin (PAC) level of an 8-ounce glass of cranberry juice cocktail. Found abundantly in cranberries, proanthocyanidins (PACs) are natural plant compounds with antioxidant, anti-adhesion and anti-bacterial health promoting properties. Brunswick Laboratories, a leading laboratory specializing in the science of antioxidants, conducted the testing sponsored by Decas.

Cranberry PACs work as an antioxidant to help combat free radical damage in the body and have been shown to be uniquely effective in supporting urinary tract health via their bacterial anti-adhesion ability. According to Ronald L. Prior, Ph.D. of the USDA Arkansas Children's Nutrition Center, cranberries have high antioxidant activity and a unique A-type PAC linkage structure that sets it apart from most other plants. "Brunswick Labs' data on the PAC content of SDCs shows levels much higher than originally reported. Their work confirms that cranberries have been shown to contain the highest level of PACs of most major fruits tested." This new

research updates older information about the relative PAC levels found in SDCs and cranberry juice cocktail.

“This new research confirms that Decas SDCs are abundant in proanthocyanidins, or what we call PACs,” said Jeff Carlson, president of Decas Cranberry Products, Inc. “That’s good news for product developers and manufacturers looking to add healthy ingredients to their product lines. Now they can turn to Decas SDCs for greater amounts of cranberry anti-adhesion and antioxidant power.”

According to Carlson, sweetened dried cranberries are one of the fastest growing segments of the cranberry business, and this trend is expected to continue for some time. Currently, Decas SDCs are sold worldwide and used in snack mixes, nutrition bars, cereal mixes, baked goods and salads.

#### **About Brunswick Laboratories**

Founded in 1997, Brunswick Laboratories is an independent contract laboratory providing analytical services in the chemical sciences dedicated to "Improving Health Through Science." Equipped with state-of-the-art instrumentation, Brunswick scientists provide superior services and technical support to the nutraceutical, pharmaceutical, food and cosmetic industries.

#### **About Decas Cranberry Products, Inc.**

Founded in 1934 and headquartered in Carver, Massachusetts, Decas Cranberry Products, Inc. is the largest independently owned cranberry ingredient company in the world. As *The Cranberry Ingredient Experts*, Decas supplies premium cranberry products to consumers, retailers and the food industry around the globe. For additional information, visit [www.decascranberry.com](http://www.decascranberry.com).

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