

## **California Firm Launches Low-Acid Coffee; OJ Boom Cited**

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By Susan Buchanan  
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NEW YORK (Dow Jones)-- Puroast, a California firm, has begun to sell coffee 50% lower in acid than other leading javas in supermarkets, the company said this week.

In the background, millions of Americans have been advised to avoid coffee because of its acid content.

Puroast, selling traditional-coffee products, entered the low-acid niche recently. After sales of low-acid orange juices introduced in 2002 by Minute Maid and Tropicana rocketed to \$100 million in two years, Puroast decided to target an estimated 15 million Americans living with acid reflux and related ailments, Puroast said in a press release.

Company products are sold on-line, and are distributed in northern California stores and intended for eventual nation-wide sale this fall.

Puroast's internal studies show 85% of people previously unable to tolerate the acidity of popular brands have little trouble with Puroast.

Consumers stand to benefit, "with the rise in acid-reflux sufferers in the aging baby boom population," observed Kerry Sachs, co-founder of Puroast Low-Acid Coffee. "Puroast delivers the caffeine and gourmet coffee taste that people crave without the stomach problems caused by high acidity."

In a study completed late last year by Dr. Takayuki Shibamoto, professor of Environmental Toxicology at the University of California at Davis, both pH and concentrations of certain acid groups were measured for several brands of coffee, including Puroast. Puroast Low-Acid Coffee was found to have a chemistry and pH reflecting lower acidity than other brands tested.

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