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P&G, Puroast vie for 'stomach-friendly' coffee top spot

16th May 2006

By James Walker

In an effort to win over the custom of those who do not drink coffee due to stomach discomfort, Procter and Gamble has launched Folgers Simply Smooth, a

Cincinnati-based consumer products giant Procter & Gamble said approximately 35-40 million American adults have decreased or eliminated coffee consumption because of stomach discomfort. The company said its new Folgers Simply Smooth - which comes with the tagline "Enjoy a second cup" - [Advertisement](#) offers consumers the freedom to enjoy coffee again.

"Folgers Simply Smooth is the first major category innovation since the launch of decaffeinated coffee over two decades ago," the company asserted. "The new stomach-friendly coffee provides a very smooth drinking experience, while offering the great mountain grown taste and aroma of Folgers."

"The selection of beans and the specific roasting process are designed to limit the formation of compounds, such as certain phenols, that may be associated with stomach discomfort," explained Mark Sterling, director of Gastroenterology at New Jersey Medical School.

P&G is not alone when it comes to tapping into this niche market, however. Industry rival Puroast has said its eponymous coffee, which has been on the market since the late 1990s, has been found by researchers to be over 50% lower in acid than other leading coffees, even those mass marketed as 'stomach-friendly'.

"This is revolutionary news for the coffee industry, we believe, with the rise in acid reflux sufferers in the aging baby boom population," commented Kerry Sachs, co-

founder of Puroast Low-Acid Coffee. "Puroast delivers the caffeine and great gourmet coffee taste that people crave without the stomach problems caused by high acidity."

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