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**SHOPPING AROUND****Gentler Coffee**By **RON LIEBER***May 25, 2006; Page D2*

There's a campaign afoot to create another coffee category: Besides, regular and decaf, now there's "gentle." Manufacturers are rolling out an array of new coffees they say are easier on the stomach. And they don't taste bad, either.



Patrick Conlon

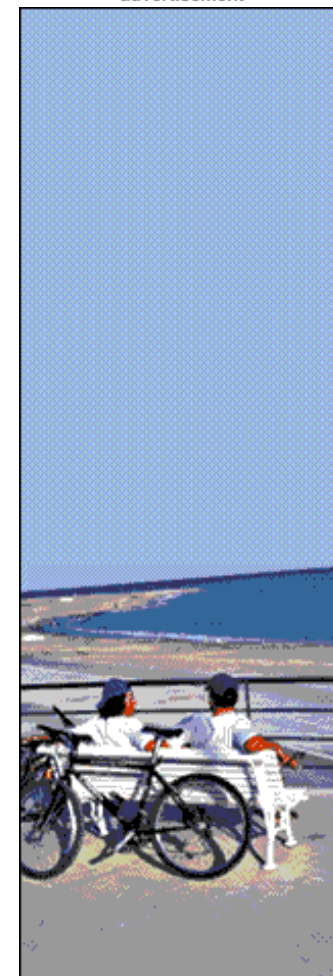
Earlier this month, [Procter & Gamble Co.](#) introduced Folgers Simply Smooth, claiming it is "Gentle on your Stomach." The company believes that there are between 35 million and 40 million people who have reduced the amount of coffee they drink or stopped drinking it entirely because it causes them gastro-intestinal distress. In April, Melitta Group's Melitta USA unit rolled out Classic Lite, touting "45% Less Acidity." Boutique brands like Puroast Coffee Company Inc. (with its Puroast Low Acid Coffee) and Coffee Legends Inc.'s (with its Gentle Java blend) also pitch "gentler" products.

But how do they taste? In our test of cups with no cream or sugar, none of the four were in the same class as our favorite coffeehouse (or brew-at-home) java. But none received failing grades either from our tasting panel, which included stomachs both strong and delicate. Best of all, there were no belly-aches.

**The Coffee:** Folgers Simply Smooth**Where to get it:** At most grocery stores**The Pitch:** "Gentle on your Stomach"**Taste:** Earthy, not much body, little bitterness but not much to distinguish it.**The Coffee:** Gentle Java (Regular Blend)


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**Where to get it:** [gentlejava.com](http://gentlejava.com)

**The Pitch:** "Won't irritate your stomach"

**Taste:** Best tasting, seemed like the darkest roast of the bunch, slight bitterness.

**The Coffee:** Melitta Classic Lite

**Where to get it:** [melitta.com](http://melitta.com)

**The Pitch:** "45% Less Acidity"

**Taste:** Taste profile was closest to Folgers, but panelists disagreed about whether flavor was stronger or weaker.

**The Coffee:** Puroast Low Acid Coffee (House Blend)

**Where to get it:** [puroast.com](http://puroast.com)

**The Pitch:** "50% Lower Acidity"

**Taste:** Easiest drinking of them all, though one panelist thought it didn't taste freshly brewed.

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### COMPANIES

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\* At Market Close

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