

## QSR Magazine Investigates the Future of High Fructose Corn Syrup

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The May Cover Story Includes Interviews from Experts, Advocates, Scientists, and Operators, Exploring Potential Consumer Concerns about High Fructose Corn Syrup's Link to Obesity and Fast Food Nutrition

QSR Magazine, a business-to-business publication for foodservice executives and operators, announced today the cover story of its May issue. 'The Truth About High Fructose Corn Syrup' investigates the possibility of high fructose corn syrup (HFCS) becoming the next ingredient banned from menus. HFCS is found in a myriad of products and has garnered considerable media attention for its perceived health risks, especially with regard to fast food nutrition.

"It is QSR's mission to keep our readers abreast of any movement or trend that might impact their businesses. Consumers are beginning to talk about high fructose corn syrup so we felt it important to be the first foodservice trade publication to provide a balanced look at the ingredient and its use," says Sherri Daye Scott, editor of QSR. "The consumer media is looking for the next trans fat story. Our readers need to be educated so that they can make informed decisions and provide their customers with fact-based information."

Despite efforts to prove the product's safety, concerns about high fructose corn syrup's suspected ties with obesity and type-2 diabetes continue to mount. As a result, a handful of restaurants, still feeling the sting of the trans fat backlash, are already taking offensive action. Those closest to the sweetener, however, say there's nothing to be afraid of since sugar and high fructose corn syrup are nearly chemically identical.

QSR Magazine's May issue will be the largest issue to date, at 160 pages. The cover article will include:

- A Q&A with Rusty Coco, co-founder of Jason's Deli, on why his brand is working to remove high fructose corn syrup from its menu.
- A Q&A with HFCS expert and scientist John White on HFCS properties and its impact on the body.
- A Q&A with the creators of the documentary King Corn, Curt Ellis and Ian Cheney, about what they learned about HFCS during their filming.
- A feature look at where groups like the American Beverage Association, the Corn Refiners Association, and the Center for Science in the Public Interest stand on the prevalence of HFCS in today's food supply.

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