

American pilot. It has evolved since the country's 1990 reunification from a small charter carrier into one with scheduled flights focused on taking Northern Europeans to Spain's Mediterranean and Canary islands for vacations.

Low-cost carriers have

ate with a two-fleet strategy to increase flexibility and "because then we're not dependent on one manufacturer," Hunold said.

**This report includes information from P-I staff, The Associated Press and Bloomberg News.**

## JONES: It would be difficult for Coke, Pepsi to do likewise

FROM C1

"Jones Soda is a treat. It's an indulgence," van Stolk said. "If you are going to sell a treat, you should make people feel good about it. Pure cane sugar has a different taste. It's a cleaner taste, and people feel good about it. It's a little thing. But in the beverage industry, it's really challenging to do."

Van Stolk said his company is able to make the switch because Jones Soda remains a relatively small operation. He said major operations such as Coca-Cola and Pepsi would have a difficult time making a major conversion.

Bottling companies made the switch to high fructose corn syrup in the late 1970s when sugar prices increased. Since then, the syrup has become a common ingredient in foods and beverages.

Audrae Erickson, president of the Washington, D.C.-based Corn Refiners Association, said high fructose syrup is a safe ingredient, and she said obesity rates have climbed in other countries, such as Mexico, where there is little use of it.

Susan Gins, a Seattle-based nutritionist, said there's a belief in the medical community that high fructose corn syrup can increase diabetes and other epidemic diseases caused by obesity.

Gins said the body has difficulty processing high fructose corn syrup at high levels.

In Dublin, Texas, pure cane sugar has been a key ingredient in Dublin Dr Pepper, which began selling the popular soft drink in 1891.

"It's just a superior product when you use pure cane sugar than corn syrup," said Amanda Rasberry, an administrator at the Dublin facility. "It's just a better-quality taste."

Don Rubenstein, owner of Dr Soda in Pacoima, Calif., said that during the past 18 months, smaller bottling companies have started using pure cane sugar.

He said some bottlers in Southern California and in the Southwest are making the change to compete against soft drinks made in Mexico.

In addition to sodas, Jones Soda develops, produces and markets ready-to-drink organic teas, citrus energy drinks and non-carbonated juices and teas.

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DVD will come with a video-download "feature sticker" on the cover.

Customers then have to log on to [walmart.com/superman](http://walmart.com/superman), enter the promotional code and choose the desired download format.

Once users create an account and install the video-download manager, the purchase is completed and the download begins. Customers can begin watching the movie while it downloads.

Wal-Mart closed its online video rental business in May 2005 and began referring customers to NetFlix Inc., the Los Gatos, Calif.-based company that leads online rentals. Now, DVD rental companies are eyeing the download market.

NetFlix plans to spend \$40 million before taxes on developing an Internet download service next year, Chief Financial Officer Barry McCarthy said last month on a conference call. The company said it would provide specifics in January.

Blockbuster Inc., the world's largest video-rental chain, may start a movie download service next year, Blockbuster Chief Executive John Antioco said Tuesday at the Reuters Media Summit in New York. Antioco said he would "not be surprised" to see the rental chain announce a service next year in partnership with a cable or satellite service.

The world's largest media company proclaimed its own download plans Tuesday. Time Warner Inc. next year intends to install in-store kiosks that allow shoppers to download films onto DVDs, Chief Executive Richard Parsons said at the Reuters Media Summit. It will probably make the service available at retailers such as Wal-Mart, he said.


## Dec. 1 to decide

This is the time for teachers in King and Snohomish counties to register for the annual P-I Spelling Bee for students in grades 6-8. Schools hold classroom and school-wide competitions to produce a school spelling champion. The P-I will provide study booklets and guidelines for teachers.

School champions compete in a regional bee at Town Hall next week. The winner will go on to compete in the national spelling bee in May.

School administrators, teachers and parents of school spelling competition winners should write to:

**P-I Spelling Bee  
P.O. Box 1909  
Seattle, WA 98111-1909**  
or visit  
**[seattlepi.com/spellingbee](http://seattlepi.com/spellingbee)**  
The deadline for registering is

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