

## Health debate on high-fructose corn syrup

# Seattle soda maker ends the sweet talk, opts for sugar

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Peter van Stolk has an abiding enthusiasm for all things Jones Soda.

As the Seattle company's founder and CEO, he revels in weird flavors like turkey and gravy, soda names like "Bohemian Raspberry" and the funky, black-and-white label pictures that come from customers.

Lately, he's stoked about the decision to use pure cane sugar in Jones drinks rather than high-fructose corn syrup.

But all is not sweet in van Stolk's world.

He's happy to pay more than \$1 million retrofitting machinery to add the new ingredient, and he's sure customers will accept the resulting price increase.

He just got tired of all the controversy surrounding high-fructose corn syrup, a widely used sweetener made from corn starch. In a years-long debate, some sci-

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CEO Peter van Stolk shoulders a sugar cane in posing with one of Jones Soda's new cane-sugar soft drinks.

### Index

ASK AMY	NW LIFE E8	CORRECTIONS	A2	HERE & NOW	LOCAL B2	PUZZLES
BUSINESS	C SECTION	CROSSWORD	NW LIFE E7	LOCAL NEWS	B SECTION	SPORTS ON TV, RA
CLOSE-UP	A3	DEATHS, FUNERALS	LOCAL B3	LOTTERY	A2	TV
COMICS	NW LIFE E6	EDITORIALS	LOCAL B4-5	NATION REPORT	A4	WEATHER
		INTERFACE	BUSINESS C1	NORTHWEST LIFE	E SECTION	WORLD REPORT