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**NEWS RELEASE**

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**For Immediate Release**

**New Cassava Flour Is Breakthrough  
In Gluten-Free Baking, AKFP Announces**

**Closter, NJ, Tuesday, February 9, 2010.** American Key Food Products has announced the development of a unique natural cassava flour, an innovative substitute for wheat flour, which enables the production of a number of gluten-free baked goods with virtually the same taste, texture, crumb and baking characteristics as those made with wheat.

Made from cassava root, King Lion brand Premium Cassava Flour is produced through a proprietary manufacturing process that yields an ingredient with superior baking properties, the company states. Unlike most formulations for gluten-free baked goods which are composed of several types of flours and starches, a wide range of high quality baked goods can be made using only this cassava flour in place of wheat flour. This simplifies formulation and production, reduces the need for inventorying ingredients, and simplifies label declaration.

In tests with various types of baked goods, AKFP's cassava flour has also exhibited excellent moisture retention characteristics, reducing the amount of flour needed in some cases versus wheat flour, AKFP reports.

Carter Foss, AKFP's Technical Sales Director says, "Our product is unique because it behaves like flour. Being cassava-based also means it has a significant starch content and acquires some of the important attributes of a starch. Unlike other similar flours and starches on the market, the King Lion product is made through a unique manufacturing process, which we have invested over a year in developing and testing. Our process enables this flour to manifest a taste profile, as well as other organoleptic properties and functionalities that closely approximate the qualities of wheat flour. This has resulted in a cassava flour that will deliver to consumers excellent quality gluten-free cakes, cookies, muffins and pancakes. We are also currently developing a version for use in bread that could yield outstanding results as well. When we have sampled these baked goods, such as at the Chicago IFT Suppliers' Day in November 2009, the reaction has been enthusiastically positive. Consumers can now have a wide selection of gluten-free baked goods without compromising on taste or texture."

This new flour is derived from the roots of the cassava plant, commonly used to make tapioca starches, granules and pearls. Cassava or tapioca products are naturally gluten-free. Commercial production is projected for early 2010.

American Key Food Products is a major North American supplier of a wide range of high quality food ingredients such as starches, spices, nuts and seeds.

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