

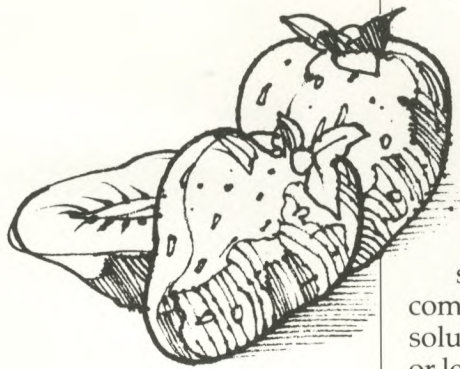
Emma's

JAMBROSIA
NATURALLY LOW
IN CALORIES



EMMA'S JAMBROSIA
Simply the best

The women of
Emma's would
like to talk with
you about . . .



EMMA'S JAMBROSIA MFG. LTD.
is a group of women dedicated to
producing healthy, high-quality products.
We look forward to hearing your
comments and questions.
Write to us anytime.

EMMA'S JAMBROSIA MFG. LTD.
Box 142, Crescent Valley, B.C.
V 0 G • 1 H 0

Sweetness

These days most of us are trying to cut down on the amount of sugar we eat. We've also learned to be careful about "hidden" sugars. But many people don't realize how much sweetener there really is in jams and preserves.

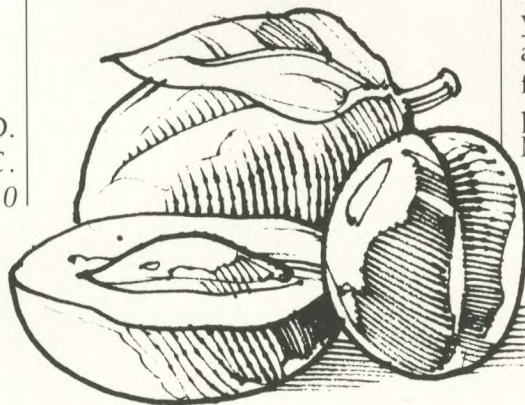
Fact is, the word "jam" or "preserves" on a product means that it must be at least *two-thirds* soluble solids. Soluble solids is a sweetness measure that includes the sweetness that comes from the fruit itself and any sweetness added by sugar, honey, or fruit juice.

Because almost all the sweetness in our melanges comes from the fruit itself, the soluble solids content is *one-third* or less, depending on the fruit. And we're not hiding anything.

Calories

We didn't set out to make Jambrosia low in calories. But for those of you concerned about calories, we're delighted to report that our melanges have *less than half* the calories found in jams and preserves.

In fact, if you compare labels, you'll find our calorie counts lower than those of most diet products . . . without any chemical sweeteners.



Taste

The compliments we've received about the fresh fruit taste of our melanges would fill a small book . . . starting with a chapter on "better than homemade".

If you have any doubts, take the Jambrosia taste test: one spoonful of any of our flavours versus your current favourite. Be prepared to change brands.

What We Put in Jambrosia

We start with the best of the crop from the heart of Canada's finest fruit growing areas, and we have it delivered as whole fruit, rather than the pulp or mash used by most jam manufacturers.

To this we add a touch of pure unpasteurized honey supplied to us from a B.C. mountain apiary, a splash of lemon juice, and a citrus pectin.

Which leads us to the question of WHAT WE LEAVE OUT. At EMMA's, we believe that unpronounceable ingredients tend to be indigestible as well. So you'll find that our fruit melanges are free from colourings, artificial flavourings, emulsifiers, preservatives, and refined sugars. Naturally.