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ARCTIC CIRCLE CHOOSES TRANS-FREE COTTONSEED OIL BLEND

Fast-food chain says the oil brings out the flavor of its new Yukon Gold French fries

CORDOVA, Tenn. – (August 9, 2007) – Arctic Circle, a West Coast fast-food icon known for its quality Black Angus burgers and over-the-rim real-fruit shakes, has gone *trans*-free.

The 50-year-old restaurant chain, based in Salt Lake City, expedited its search for a *trans*-free cooking oil to coincide with the recent debut of its unique Yukon Gold French fries.

With taste at the top of the priority list, Arctic Foods tested several oils and opted for a new *zero-trans* cottonseed-sunflower oil blend, Frymax® Sun Classic™, developed by ACH Food Companies, Inc.

“We ultimately wanted a non-oily fry with great flavor,” said Kasey Christensen, purchasing director for Arctic Circle’s 26 company stores and 57 franchisees across eight states. “Our rule is the food must speak for itself.”

He says the cottonseed-sunflower oil blend prevailed in both flavor and fry life.

“Cottonseed oil is well known in foodservice circles to enhance, not mask, the flavor of food, and it certainly proved true in our own taste tests,” which he notes spanned 30 days and multiple rounds of frying in various cooking oils to compare taste, color and oil lifecycles.

“The cottonseed-sunflower oil blend demonstrated a whopping 40 percent increase in fry life,” Christensen notes. “The biggest positive is that we can now get eight or nine days out of our oil, versus just five or six. We’re not having to replace the oil as frequently, so it’s less labor intensive.”

For more information on Arctic Circle, visit www.arcticcircleest.com.

For more information on National Cottonseed Products Association and cottonseed oil, contact Amy Dennis or Heidi Nelson at 503-274-0086.

About the National Cottonseed Products Association

NCPA is the national trade association for the cottonseed processing industry. In addition to the U.S. cottonseed crushing industry, association membership includes refiners, who process cottonseed oil into semi-finished and finished products, dealers and brokers who market cottonseed products, and other firms that provide goods and services to the industry.

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