



Media Contact:
Amy Wood
Harvest PR
503.274.0086
amy@harvest-pr.com

FOR IMMEDIATE RELEASE

COTTONSEED OIL COMEBACK TOUR HITS THE ROAD AGAIN

Campaign's Virtual Tour Highlights Cottonseed Oil Success Stories from Coast-to-Coast

CORDOVA, Tenn. – (September 3, 2008) – The National Cottonseed Products Association's (NCPA) "Cottonseed Oil Comeback Tour" campaign is once again hitting the road to promote cottonseed oil, America's original trans free vegetable oil.

The campaign, which first kicked-off last fall, aims to increase awareness among food industry professionals about the benefits of cottonseed oil via a unique microsite, CottonseedOilTour.com. The Web site takes visitors on a virtual cross-country tour of some of America's most well known restaurants and snack food companies who depend on cottonseed oil, and also allows visitors to locate cottonseed oil providers in their region of the country.

The Comeback Tour began in the peak of the trans free revolution, as manufacturers and foodservice operators scrambled to reformulate their ingredients lists.

"The movement to replace artificial trans fats with healthier alternatives has given cottonseed oil a considerable boost," says Ben Morgan, executive vice president, NCPA. "In the food industry's quest to meet the demand for trans free foods, we've seized the opportunity to reintroduce America's original vegetable oil."

Recent trans fat bans – the latest impacting the entire state of California – have manufacturers and foodservice operators paying consistent attention to this issue and working hard to find ideal trans free alternatives, explains Morgan.

According to Dr. Clay King, a Texas Woman's University professor who specializes in sensory and nutritive values of oilseeds, "Cottonseed oil fits into the various ways of creating a trans free product, including high-stability cooking or salad oils, shortenings and spreads. Cottonseed oil is one of only a few oils that are stable in the beta-prime crystal form, which promotes a smooth, workable consistency valued in the bakery and snack business."

Cottonseed Oil Chosen for Various Attributes

This fall, the Cottonseed Oil Comeback Tour has seven new "tour stops," each showcasing the various benefits of cottonseed oil. In addition to its trans free nature, cottonseed oil is also selected for its neutral flavor, long fry life and natural stability. Online case studies include:

Kosher Nation – Long deemed a kosher vegetable oil by the Jewish community, cottonseed oil is regarded as a choice ingredient for kosher restaurants and manufacturers. In recent years, the core kosher market is expanding beyond the observant Jewish population to the mainstream, giving cottonseed oil a boost along the way.

Better Made Snack Food Company – Since potato chips are more than 40 percent oil, there's no doubt the Detroit-based snack food manufacturer, Better Made, relies as much on cottonseed oil today as it has since it began using the oil in 1930. Aside from excellent flavor retention, cottonseed oil offers a good shelf life helping chip makers get more mileage out of their oil.

Café du Monde – This bakery-of-sorts is famous around the world for its French-inspired coffee and donuts – better known as beignets. Café du Monde's beignets have been fried in cottonseed oil, paired with piping café au lait and served up at the 24-hour French Market hotspot for nearly 150 years.

House of Tsang – David Tsang wanted to introduce the great tastes of Asian cuisine to people around the globe. He built the HOUSE OF TSANG® product line to showcase clean, authentic Asian flavors. Cottonseed oil, in addition to other natural flavors, adds a splash of Asian zest to any wok, stir-fried or marinade dish.

Leal's Mexican Foods – For the Leal family, quality Mexican food is a way of life. For patrons to Leal's Texas and New Mexico eateries, fresh salsa and crisp tortilla chips fried in cottonseed oil are a time-honored tradition. Leal's prefers cottonseed oil as a natural, local choice as it's a favorite in the cotton belt of the South.

Brown's Chicken – What started as Brown's Poultry Store in the 1940s providing chicken to Chicago's mom and pop fried chicken shops has grown to be one of Chicagoland's most popular and respected quick serve restaurants. Brown's has used cottonseed oil for the last 60 years to preserve the impeccable flavor to their fried chicken, corn fritters and deep fried mushrooms

Anthony's Fish Grotto – For more than 60 years, Anthony's Fish Grotto has served San Diego residents and its visitors the freshest fish and seafood available. Their best-selling fish and chips, cooked in cottonseed oil, make this family dining hot spot worthy of being named San Diego's Best Seafood 11 years in a row.

To read more case studies of cottonseed oil success stories, visit the Cottonseed Oil Comeback Tour website: www.cottonseedoiltour.com.

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.

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

###