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[High Fructose Corn Syrup Getting a Makeover](#)

Posted on September 17, 2010 by [Dan Kelly](#)

I read this week that the [Corn Refiners Association](#) is making a move to rename high fructose corn syrup to "corn sugar." Interesting and informative article at the [NYT](#). (H/T [Elliot's Blog](#).)

The CRA's presser, [here](#), is a carefully crafted piece, as it should be. Everything in it, from its subtitle ("*Eliminating Consumer Confusion is the Goal*") to its use of the terms "high fructose corn syrup" and "corn sugar" is well calculated. But the punch line is captured in a quote attributed to registered dietitian Carolyn O'Neil in speaking about America's "obesity epidemic": "The last thing we want is for Americans to think that avoiding high fructose corn syrup is the answer." Well, that often is the point of rebranding, now, isn't it? This name change has everything to do with *changing consumer perception*, not eliminating confusion. Even the most well-executed name changes often create, rather than eliminate, consumer confusion.

The campaign features information at [SweetSurprise.com](#), a series of [commercials](#), and a full-service website at [CornSugar.com](#). About the only thing that the CRA has not done is acquire [HighFructoseCornSyrup.com](#), which currently forwards [here](#).

