

New kid on the frozen whipped topping block

If you've gotta have real whipped cream for your Thanksgiving pumpkin pie, you'll pull out the mixer and whip it.

But if you're in the frozen whipped topping camp, here's an alternative.

According to the company, **TruWhip** is 100% natural and 70% organic. It has no GMOs, high-fructose corn syrup, hydrogenated oils or trans fats - and it's gluten-free.

We tried a sample. Compared with better-known brands, it's a brighter (chalky?) white, a little airier and a tad sweeter, and it has a bit of an aftertaste that's noticeable only if you eat it by itself. Of course, it costs a bit more.

Available in 10-ounce tubs in the freezer aisle at supermarkets and natural foods stores.