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**SHORT & EXPEDIENT SYNTHESIS OF PYRIDINE CONTAINING
DIHYDROCHALCONE 1-(2-HYDROXYPHENYL)-3-(PYRIDIN-4-YL)PROPAN-1-ONE: A
NON-NUTRITIVE ARTIFICIAL SWEETENER**

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An efficient synthesis of the artificial sweetener 1-(2-hydroxyphenyl)-3-(pyridin-4-yl)propan-1-one employing Fries Rearrangement as a key step in the construction of pyridine containing dihydrochalcone is reported. A novel approach for the synthesis of heteroaryl containing dihydrochalcones via Fries Rearrangement method is reported, and can serve as a general method for the preparation of a wide range of heteroaryl containing dihydrochalcones.