



## J is for Juice

*Presented by the Dietitians at Froedtert and Community Memorial Hospitals*

Healthful eating includes plenty of fruits and vegetables. What about juice? Check the label.

Fruit flavor in a juice doesn't mean fruit nutrition. The label "**100% fruit juice**" is the key to getting fruit nutrition. Beverages labeled fruit drink, fruit cocktail, or fruitade may contain added sugars which often replace fruit nutrition. These added sugars increase the calories. Choosing juice to count as a fruit serving means reading the label. Check to be sure that the product is 100 percent juice (many juices are labeled 100% Vitamin C – but that does not mean 100% juice – you must read carefully!). As more and more juices are fortified with calcium, you can double your benefit. You can count juice as a fruit serving if it is 100% juice but, since juices lack fiber, try to keep your intake to one serving daily (4 ounces is one serving).

*On average, a 4 ounce serving (1/2 cup) of juice weighs in at 80 kcalories, 0 grams of fat, 0 grams of protein, and 20 grams of carbohydrate. Watch portions carefully as large glasses of juice can add up to a lot of calories!!*

Another popular choice is beverages that are advertised as enhanced juices. Often these beverages have the same amount of vitamins as juices – they are just labeled more creatively. At the same time these nutrition-enhanced fruit beverages may not contain other important vitamins and minerals, so include them as part of your fruit juice routine, not as a substitute. In addition, these too are loaded with sugar – always check the portion size. Often they are very expensive alternatives to 100% juice.

How much fluid should you consume during the day? The average adult loses about 2 ½ quarts (about 10 cups) of water each day. Therefore, drinking approximately 8–12 cups of non caffeinated beverages throughout the day is sufficient. Certain factors, such as activity level, may indicate a need for increased fluids. Plain water is your best bet. It is readily available, low in sodium and has no calories, fat or cholesterol. Juice (if it is 100% juice) and milk are good options since they supply key nutrients.

As with most fruits and vegetables, the more colorful the juice, the more nutrients it contains. Variety and lots of color in your diet may help protect against some cancers, heart disease and other chronic health conditions.