

# Nutrition Matters

## Fruit Juice or Fruit Drink – What’s The Difference?

Do you use fruit drinks or punches to save money? You may be surprised to see that the prices of drinks and real juices are very similar.

While the prices of drinks and juices are similar, not much else about them is! Many of the fruit drinks are mostly sugar, artificial colours and flavours. Some fruit drinks may be fortified with vitamin C, or they may contain some real fruit juice, but they still do not contain the potassium, B vitamins, fibre and other nutrients naturally present in 100% fruit juice. So choose the product with the word “juice” on it to make sure you are getting the real thing!



Anything called “drink”, “beverage”, “punch,” “-ade,” “cocktail,” or “delight,” usually contains very little fruit juice. In fact, these products mainly contain sugar and water.

This is an example of what you might pay for juices:

Fruit Juices	Price as Purchased	Amount of Juice	Cost Per Serving (125 mL or ½ cup)
Orange juice <ul style="list-style-type: none"><li>Frozen concentrate</li><li>Ready to serve</li></ul>	\$0.99 \$2.99	1.4 L 1.8 L	<b>9 cents</b> <b>20 cents</b>
Apple juice <ul style="list-style-type: none"><li>Ready to serve</li></ul>	\$1.19	1.36 L	<b>11 cents</b>
Grapefruit juice <ul style="list-style-type: none"><li>Ready to serve</li></ul>	\$2.99	1.82 L	<b>20 cents</b>
Tomato Juice <ul style="list-style-type: none"><li>Ready to serve</li></ul>	\$0.99	1.36 L	<b>9 cents</b>
Cranberry-Grape juice <ul style="list-style-type: none"><li>Ready to serve</li></ul>	\$3.59	1.89 L	<b>24 cents</b>
Tetra-pak juices Orange	\$1.19	3 x 250 mL	<b>20 cents</b>

This is an example of what you might pay for drinks:

Fruit Drinks	Price as Purchased	Amount of Drink	Cost Per Serving (125 ml ½ cup)
Tang Crystals	\$1.59	Makes 2.25 L	<b>9 cents</b>
Kool-Aid	\$3.49	Makes 6 L	<b>7 cents</b>
Tetra-pak cocktails and punches	\$1.19	3 x 250 ml	<b>20 cents</b>
Cranberry Grape Cocktail	\$4.99	1.89 L	<b>33 cents</b>
Frozen Orange Punch	\$0.99	Makes 1.37 L	<b>9 cents</b>

So, for the same price, why not buy fruit juice? It is a nutritionally acceptable snack and a far better alternative than fruit drink. As well, ½ cup (125 ml) of fruit juice counts as one serving from the Vegetables & Fruit food group of *Canada's Food Guide to Healthy Eating*.



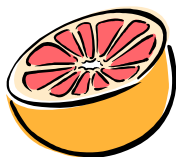
To make sure you're buying the real thing, check the label. By law, drinks must be labelled "drink" or "punch" and not **juice**. Don't be fooled by drink labels saying "contains real fruit juice". It is not pure fruit juice if the name on the package is "drink".

### JUICE SAFETY

Most fruit juices and cider from grocery store shelves or freezers are pasteurized. This means that the liquid has been brought to a high temperature that kills harmful bacteria. However, a small percentage of fresh juices and ciders, commonly sold at roadside stands, country fairs, juice bars and on ice or in refrigerated display cases at grocery stores, are unpasteurized. This means that there is a chance the product may contain bacteria harmful to your health. Most people can enjoy unpasteurized juice. But for young children, the elderly and people with weakened immune systems, the effect can be severe or even deadly. In August, 2000, Health Canada passed a policy requiring unpasteurized juices and ciders to be labelled. So, avoid unpasteurized juices if you are serving people who do not have strong immune systems.

### THE BOTTOM LINE...

For about 9¢ per serving, you can buy real orange juice from frozen concentrate, or you can buy a drink or punch. For 20¢ per serving, you can buy a tetra pak of orange juice, or a tetra pak of punch or cocktail. The juice provides a serving from the Vegetables & Fruit food group while the punch or drink does not. Look for the word **juice** in the name of the product for a choice that will contribute to an overall healthy eating pattern!



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