



NutritionMatters

Nutrition Services | Health Services Department

Fruit Juice and Fruit Drinks What is the Difference?

What is the difference between fruit juices and fruit drinks?



Fruit juices contain 100% fruit juice and provide your body with essential vitamins & minerals.

Most fruit flavoured drinks do not contain very much actual fruit juice and do not provide the vitamins and minerals that your body needs. These fruit drinks are made mostly of sugar and water.

Caution:

- * Products labelled: “drink, ade, beverage, punch, blend, cocktail, or delight”, are not juice. For example, “apple drink” and “cranberry cocktail” are not fruit juices.
- * Do not be fooled by the saying “contains real fruit juice”. If the label says “drink” on it, then it is not fruit juice and is a less nutritious choice.
- * Although some fruit drinks have vitamin C added, they do not have potassium, B vitamins, and other nutrients that juice contains.

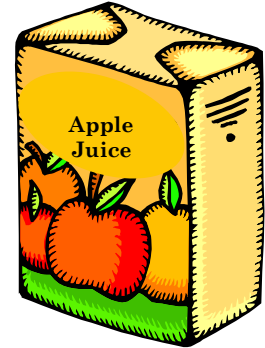


Did you know...

Fruit juices and fruit flavoured drinks are actually similar in price. So for the same price, go for real juice!

How do you know you are buying fruit juice?

When the product is labelled “juice” it must contain 100% fruit juice. For example, if the label says “apple juice”, it is made up of 100 % of the juice from an apple.



Examples of fruit juices are:

- Apple juice
- Grape juice
- Grapefruit juice
- Orange juice
- Peach juice
- Pineapple juice
- Prune juice
- Orange Peach Mango juice



Look at the label for any of these words to make sure you are buying juice:

- ✓ 100% juice
- ✓ 100% pure juices
- ✓ 100% pure fruit juice
- ✓ 100% pure fruit juice blend
- ✓ Apple juice, orange juice, etc.

Consumer Tips...

- Check the expiration date of ready-to-serve juices.
- Drink opened juice within 1 week.
- Frozen concentrate is a cheaper and better source of vitamin C than ready-to-serve juices.

What is a serving of juice?

125 ml or ½ cup of juice is one serving from the Vegetables and Fruit food group of *Canada's Food Guide to Healthy Eating*. Five to ten servings of a variety of vegetables and fruit are recommended daily.



The amount of juice recommended for a child depends on their age.

Age	Maximum amount of juice per day
Less than 6 months	not recommended
6 months - 1 year	½ cup
1-6 years	½ cup – ¾ cup
7-18 years	1 cup – 1½ cup

What if a child asks for more juice?



If a child is thirsty, offer water. You may also want to dilute juice with water when serving it to a child. Too much juice may contribute to dental carries, obesity, or diarrhea.



Did you know...

Speciality baby juices have similar ingredients as regular fruit juices and do not have added nutritional benefits.

Are unpasteurized fruit juices and ciders safe?

The majority of juices and ciders available in grocery stores are pasteurized. This means that they are brought to high temperatures in order to kill harmful bacteria. When fresh juices or ciders are not pasteurized, there is a chance that they could be harmful to you. Unpasteurized products are often found in the produce section of grocery stores, roadside stands, farmer's markets, and country fairs. Health Canada encourages producers to label unpasteurized juices and ciders as "unpasteurized". You can look for this word on the label to find out if the product is unpasteurized. If it is not on the label and you are still unsure, ask the retailer or local producer for help. Unpasteurized juices and ciders are not recommended for children, elderly people, and people with weak immune systems.

Remember...

- ✓ Juice contains 100% fruit juice & provides you with essential vitamins and minerals.
- ✓ Fruit flavoured drinks are mostly made of sugar & water.
- ✓ ½ cup of juice is one serving of Vegetables and Fruit.
- ✓ Be careful of juice portions. Too much juice is not a good thing!
- ✓ Be cautious of unpasteurized juices and ciders.

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