

Fruity Flavours

Mango, apples, guava and oranges — all the goodness of fruits available in convenient juice packs. Just what you want on a hot, sultry day! And they are healthier than colas. But exactly how healthy are they? Read on...



We believe that commercial fruit juices are healthier than soft drinks. But the manufacture of fruit juices is a highly industrialised process. Many fruit beverages, masked as fruit blends, drinks or cocktails, do not have any nutrient at all. Most contain additives, sugar, lots of water and only 10 per cent or less of pure fruit juice.



Be label savvy.

A few pointers to help you choose the best option while buying fruit juice.

- Buy juice labelled '100 % fruit juice.'
- Drinks described as 'punch,' 'cocktail,' 'beverage' and 'ade' are junk fruit beverages.
- Avoid fruit 'blends,' that combine various fruits. These are likely to have added sugars.

The pulp, rich in fibre, is discarded.

A high fibre diet is known to

- Cut cancer risks,
- Reduce heart disease,
- Prevent onset of diabetes and curb the symptoms.

Most commercial juices don't have these qualities.

