

100% FRUIT JUICE & HEALTH: SEPARATING FACT FROM FICTION

By Welch's Health & Nutrition Advisory Panel

Experts agree that as a complement to whole fruit, 100% fruit juice can be a convenient, delicious and nutritious way to squeeze more fruit into the day. Yet some myths persist about the role of 100% fruit juice in a healthy diet. **Get the facts here!**

MYTH Whole Fruit Is More Nutritious Than 100% Fruit Juice.

FACT **All Forms** of Fruit **Fit**.

Enjoying a variety of fruit in all its forms — including fresh, frozen, canned, dried and 100% fruit juice — can help you get the range of nutrition benefits fruit offers.

- While whole fruit can be a better source of fiber, 100% fruit juice delivers important vitamins, minerals and plant nutrients, such as polyphenols.
- In some cases, drinking 100% fruit juice may actually give you more healthy polyphenols than eating the fruit. For example, making 100% grape juice involves crushing whole Concord grapes — including the seeds and dark purple skin — to release polyphenols straight from the grape.



“Enjoying fresh fruit is important, and I encourage it to get the range of nutrients, like fiber, that fresh fruit provides. I am also behind using 100% fruit juice as a nutritious beverage and option for meeting fruit recommendations, with an emphasis on smart portions.”

– Jill Castle, MS, RDN

**DID YOU
KNOW?**

Fresh, frozen, canned and 100% fruit juice all count toward daily fruit servings.

MYTH 100% Fruit Juice Contains Added Sugar.

FACT 100% on the Label Means Just That — **100% Fruit Juice, No Sugar Added.**

By definition, 100% fruit juice contains no added sugar — unlike soda, juice drinks and sports drinks.

- The grams of sugar listed on the Nutrition Facts Panels of 100% fruit juice are *naturally* occurring fruit sugars only.

MYTH 100% Fruit Juice Is Just “Empty Calories.”

FACT 100% Fruit Juice **Delivers Nutrition Squeezed from Whole Fruit.**

For every calorie, 100% fruit juice packs in more nutrition than many other beverage options.

- Growing research suggests that certain juices may be linked to specific health benefits. In fact, more than a decade’s worth of research suggests that, thanks to the Concord grape, 100% grape juice can help support a healthy heart.
- According to a recently published study, drinking 100% fruit juice is associated with higher intakes of vitamins A and C, magnesium, folate, phosphorus and potassium in children.



MYTH Drinking 100% Fruit Juice Leads to Being Overweight.

FACT 100% Fruit Juice Can Be **Part of a Healthy Diet** Without Causing Weight Gain.

- The majority of studies show that drinking moderate amounts of 100% fruit juice is not linked to overweight or obesity in healthy adults and children.
- With any food and beverage, balance is the key. 100% fruit juice should be enjoyed in moderation.

DID YOU KNOW?

Just 4-oz. of 100% fruit juice counts as one serving (1/2 cup) of fruit.

For the science behind this information, visit [welchs.com/juicefacts](https://www.welchs.com/juicefacts).