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Attention News/Assignment/Food & Lifestyle Editors:

100 per cent pure Florida orange juice beats energy drinks to the punch

TORONTO-ON – (March 30, 2010) – There is no masking the health benefits of 100 per cent pure Florida orange juice. Unlike energy drinks, which according to Health Canada, can potentially lead to electrolyte disturbances, nausea, vomiting and even heart irregularities, 100 per cent pure Florida orange juice is a natural and powerful way to maintain energy levels and improve overall health.

“Canadians should be aware that many energy drinks are nutrient-void beverages, containing 10 per cent or less pure fruit juice with lots of water, sugar and additives,” says Lydia Knorr, MHSc, a Registered Dietitian with the Florida Department of Citrus. “In comparison, an eight-ounce glass of 100 per cent pure Florida orange juice provides a variety of nutrients to give the body the natural fuel it needs every day.”

Filled with vitamin C, calcium, beta-carotene, potassium and magnesium, 100 per cent pure Florida orange juice supplies the body with essential nutrients to sustain energy levels, which is important for active families on-the-go or for a long workday. Unlike many energy drinks, cocktails, blends, punches or ades, fresh Florida orange juice is 100 per cent pure goodness with superior nutritional value.

Cool down this summer with a sweet, refreshing smoothie

With the first buds of spring beginning to appear and the air tempting us with that first breath of the approaching summer – try a Florida Sunshine Shake as a healthy alternative to an energy drink on a hot summer’s day. Full of 100 per cent pure Florida orange juice and grapefruit juice, a Florida Sunshine Shake is sure to satisfy your sweet cravings, while providing energy-boosting vitamins and nutrients that only pure juice can offer. Whether for morning breakfast, mid-afternoon snack or evening treat, this recipe is great any time of day.

Florida Sunshine Shake

Makes 2 servings

Ingredients

250 mL (1 cup) 100% pure Florida orange juice

125 mL (1/2 cup) 100% pure Florida grapefruit juice

1 ripe banana

125 mL (1/2 cup) low-fat vanilla yogurt

2.5 mL (1/2 tsp) vanilla extract

Directions

1. Combine all ingredients in blender and blend until smooth.
2. Pour into a glass, and serve immediately.

Nutritional information per serving

(1 cup / 250 mL)

Calories: 191



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Protein: 5 g
Total fat: 1 g
Saturated fat: 1 g
Cholesterol: 2 mg
Carbohydrate: 42 g
Fibre: 1 g
Sodium: 41 mg
Potassium: 679 mg

For additional healthy citrus recipe ideas and more information about Florida grapefruit, grapefruit juice and orange juice, visit www.floridacitrus.ca.

About the Florida Department of Citrus (FDOC)

The Florida Department of Citrus (FDOC) is an executive agency of the Florida government charged with the marketing, research and regulation of the Florida citrus industry. Its activities are funded by a tax paid by growers on each box of citrus that moves through commercial channels. A few of the popular varieties of Florida citrus fruit available in Canadian supermarkets are Ruby Red Grapefruit, Flame Grapefruit, and Marsh Grapefruit with 100 per cent pure Florida orange juice and Florida grapefruit juice available all year round.

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