



# DIETITIAN TOOLKIT

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## Dear Dietitian Letter

Dear Dietitian,

Thank you for downloading the Juice Products Association's online nutrition toolkit. We value the work that you do to give consumers the resources they need to make healthier food choices. According to the 2020-2025 Dietary Guidelines only 20% of Americans meet their daily recommendations for fruit consumption. That's only one in five Americans. Research shows that those that do hit their goals are likely to do so with a combination of both 100% juice and whole fruit. Nutrition education focusing on the variety of options available to help consumers reach those goals -- like adding a serving of 100% juice into the diet -- is essential.

The members of the Juice Products Association want to ensure that you have the right tools in hand when you counsel, provide in-store recommendations, write or talk about 100% juice. We've created this toolkit so that you have a one-stop location for nutrition-backed information about juice and nutrition. It includes a diverse offering of materials, including:

- **"The Juicy Facts" Nutrition Fact Sheet and Infographic:** Find out what you need to know about juice and why it fits into a healthy diet.
- **Sample Blog Posts and Social Media Content:** Do you need content for your newsletter, blog, or social media accounts? Share one of our pre-crafted posts or take the ideas and make them your own.
- **Delicious and Nutritious Recipes:** Make your recipes shine with 100% juice. One-hundred percent juice can add flavor, cut fat, and provide an extra nutritional boost to many dishes and drinks! We're sharing eight of our favorites and you can use them to suit your needs.
- **A Cooking Demo:** We've laid out everything you need to demonstrate our delicious nutrient-packed Farro Salad recipe in an easy-to-read, easy-to-do format. Take this demo in-store, into a broadcast studio or even as a lesson plan for your next in-store cooking class for your clients!
- **Juice Myth-Buster:** There are a lot of inaccurate myths about juice that need to be squashed. This one-pager lays out science-backed responses to some of these common misconceptions.
- **Additional Resources:** New nutrition science is constantly being published on 100% juice and its role in the diet. Learn about the newest cutting-edge science with this easy to read synopsis complete with sourced links can help expand your knowledge.

Look at what we've shared and let us know if you have any questions or would like any additional information. You can also visit our consumer website <https://sipsmarter.org/> for more information. In addition, if you are looking for a more customized program, we'd be happy to discuss, please don't hesitate to contact me at [dwelland@kellencompany.com](mailto:dwelland@kellencompany.com) or 202-591-2438.

Sincerely,

Diane Welland MS, RD  
Director of Nutrition Communications  
Juice Products Association



## Dispelling the Myths Around Juice

Misinformation and confusion have fostered several myths about juice. Here science-based research debunks some of the most common misconceptions around 100% juice.

**Myth:** Juice contains empty calories

**Fact:** Juice is a healthy, nutrient-dense beverage which delivers significant nutrients to the diets of children and adults. One hundred percent juice is nutritionally similar to the fruit or vegetable it is squeezed from. It delivers key nutrients like vitamin C, vitamin A, potassium, folate, and thiamin (vitamin B1), and in fortified juices, calcium, and vitamin D, to the diet.(1)

In addition, 100% juices contain **beneficial plant compounds known as bioactives**. Fruit bioactives include carotenoids, polyphenols such as flavonoids and more. Studies show bioactives found in fruit and fruit juice may have the potential to positively impact human health in several ways. Some of these benefits include protecting heart health, preserving cognitive function, aiding exercise performance, and preventing urinary tract infection. (2,3)

**Myth:** It's better to avoid juice and just eat whole fruit

**Fact:** There's no question that eating fruit is important to overall health, however, fruit consumption remains surprising low, with more than 80% of all Americans not getting enough. Increasing fruit intake with whole fruit only, increases dietary fiber, but the combination of one-part juice to two parts fruit shows a greater beneficial effect on vitamin C, potassium, and calcium than just whole fruit alone. **This demonstrates that the combination of fruit and juice has a better nutrient profile than just fruit.** (4,5) Research also shows children who drink juice tend to eat more whole fruit overall and have better quality diets than those who don't drink juice. This suggests juice complements rather than competes with fruit in the diet.(6)

**Myth:** Drinking juice is harmful to your health

**Fact:** Drinking 100% juice does not increase risk of chronic illness. A 2018 study systematically reviewed the current evidence associated with 100% fruit juice consumption and various chronic health conditions in children and adults. The study as well as others, found no significant associations between juice and weight gain in children or adults and concluded that **no adverse health effects were found to be associated with 100% juice consumption** related to diabetes, cardiovascular disease, glucose homeostasis, lipid levels, liver enzymes and blood pressure.(7,8)

**Myth:** Juice drinking causes dental caries in children

**Fact:** Despite recommendations by dental professionals to avoid juice consumption to prevent dental caries in young children, **there is no scientific evidence that drinking juice in appropriate amounts causes caries more than any other food.** A recent 2019 literature search of almost 2,000 studies revealed that only eight publications representing seven different studies on five independent cohorts in children and adolescents included fruit juice and a relevant dental health outcome.(9)

Of these eight, three studies reported on erosion and juice and five studies reported on caries and juice. The results: all three erosion-juice studies, representing more than 2,600 children and adolescents found no association between juice and tooth erosion. The other five studies on caries and/or mineralization, representing data from over 1,250 children, (age 2 to 13 y), reported either no association or an inverse association between intakes of 100% fruit juice and the incidence of dental caries.(9)

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## Scientific Benefits of Drinking 100% Juice

### Dietary Impact

- Most Americans **aren’t consuming enough fruit and vegetables every day. Nearly 90% of Americans** are below recommended intakes. (1)
- Data from the 2020 Produce for Better Health State of the Plate report shows declines in **fruit and vegetable consumption from 2015 are growing worse every year**. Young children, in particular, have been found to have the greatest losses. Much of that is due to a decrease in 100% juice consumption. (2)
- The 2020 Dietary Guidelines recognize **one cup of 100% fruit juice as equivalent to one cup of whole fruit**. (3)
- Research shows **consumers that eat a variety of fruits and vegetables in all forms have higher total intake than those who don’t** consume produce in all forms. Given the benefits of both fruit and juice, **consuming a combination of fruit and juice maximizes each individual’s ability to meet dietary requirements**. (3,4)
- Children and adults who **drink juice tend to eat more whole fruit overall** and have **better quality diets** than those who don’t drink juice. Furthermore, juice complements rather than competes with fruit. (5,6)
- **Drinking juice in younger years can have long term dietary benefits**. A Boston University study showed drinking 100% fruit juice early in life was associated with healthier diets later in life

without adversely impacting weight. Consumption of 100% fruit juice during the preschool years was associated with higher intakes of whole fruit and total fruit as well as **better diet quality through childhood and into middle adolescence**. (7)

### ***Nutritional and Health Impact***

- 100% fruit juice is a **nutrient-dense beverage** that delivers **essential vitamins and minerals**, like folate and potassium, with no added sugars and **without contributing to overweight, obesity or dental caries** in adults or children. (4,6,8,9,10)
- **Adults who drink 100% juice tend to have lower body weights, lower body mass index's and a 22% lower risk for being overweight or obese and a 27% lower risk of metabolic syndrome** compared to non-consumers. (6)
- **100% juices contain beneficial plant compounds known as bioactives**. This is what gives juice its unique color, flavor, taste and aroma. Fruit bioactives include carotenoids, polyphenols such as flavonoids and more. In addition to coffee and tea, fruit and fruit juices have been identified as major contributors to polyphenol and bioactive intake in the US diet. (11)
- **100% fruit juice is the number one source of vitamin C (35%)** among children 2-18 years of age and the **second major contributor of potassium (8%)**, second only to milk (19%). Whole fruit ranks third (12%) and fourth (5%), for these nutrients, respectively. (12)
- **Recent population-based research found dramatic declines in vitamin C intakes in all age levels**. These declines are largely driven by decreases in 100% juice consumption coupled with modest increases in whole fruit consumption. Knowing the importance of vitamin C to immunity, skin health and collagen formation, this could have significant health implications. (13)

### ***Consumer Economic Impact***

- Juice is an **easy, convenient, accessible, and cost-effective way for both children and adults to obtain their daily fruit servings**. It is available year-round and nationwide. This is **especially true for families on a budget or those receiving food assistance**, as they are more likely to identify access, affordability and higher levels of waste as barriers to fresh fruit and vegetable consumption. (14)
- A recent evaluation of the most cost-effective contributors of under-consumed food groups and nutrients identified 100% juice as **the top cost-effective contributor for fruit and the top cost-effective contributor for vitamin C**. (15)

### ***Consumption Guidelines***

- The 2020 Dietary Guidelines acknowledges that as part of a healthy diet pattern say **up to half of your daily fruit intake may come from 100% juice**. (3)
- In addition to water, the Dietary Guidelines say beverages that contribute beneficial nutrients, such as "fat-free and low-fat milk and **100% juice, should be the primary beverages consumed**" by Americans. (3)
- According to the American Academy of Pediatrics (AAP) **4 to 6 ounces of 100% fruit juice per day is appropriate for young children. For children age 7 and older, the AAP says the serving size may be 8 to 12 ounces per day**. (16)

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## What You Need to Know About 100% Juice

- According to US Dietary Guidelines more than 80% of Americans or one in ten people are NOT **consuming enough fruit every day**. The 2020 Dietary Guidelines recommend increasing fruit in all forms, including 100% juice. In fact, as part of a healthy diet pattern **up to half of your daily fruit intake may come from 100% juice**.
- The 2020 Dietary Guidelines recognize **one cup of 100% fruit juice as equivalent to one cup of whole fruit**.
- In addition to water, the Dietary Guidelines say beverages that contribute beneficial nutrients, such as “fat-free and low-fat milk and **100% juice, should be the primary beverages consumed**” by Americans.
- According to the American Academy of Pediatrics (AAP) **4 to 6 ounces of 100% fruit juice per day is appropriate for young children. For children age 7 and older, the AAP says the serving size may be 8 to 12 ounces per day**.
- 100% fruit juice delivers **essential vitamins and minerals** (i.e. vitamin C, potassium, vitamin D and calcium (fortified juices)), as well as health-promoting plant nutrients like polyphenols, with no added sugars and **without contributing to overweight, obesity or dental caries**.
- 100% fruit juice is the **number one source of vitamin C** (35%) among children 2-18 years of age and the **second major contributor of potassium** (8%), second only to milk (19%). Fruit ranks third (12%) and fourth (5%), for these nutrients, respectively.
- Research shows that people who **drink juice tend to eat more whole fruit overall**, than those who don't drink juice and have better quality diets. Furthermore, juice complements rather than competes with fruit.
- Juice is an **easy, convenient, accessible, and cost-effective vehicle for both children and adults to obtain their daily fruit servings**. It is available from a variety of sources year-round and nationwide.
- Majority of the science on obesity and children overwhelmingly shows **no association between drinking 100% juice and trends in weight gain or adiposity**.

References available upon request

## Juice—Not Just for Kids!

When it comes to drinking juice, most people automatically think of kids, but kids aren't the only ones who like juice. Adults drink juice too – often in the form of smoothies, fruit punches or simply alone as an early morning or afternoon thirst quencher. For kids, research shows that drinking 100% juice is another way to ensure they hit their recommended daily intake. But, did you know adults can benefit from drinking 100% juice too? Like children, adults don't get enough fruits and vegetables in their diet. According to the [Centers for Disease Control and Prevention](#) only 1 in 10 adults meet dietary guidance for fruit and vegetable intake.

The [US Dietary Guidelines](#) recognize 100% juice as part of the fruit group and state that one cup of 100% fruit juice is nutritionally equivalent to one cup of fruit. For people who don't have the time, money, or ability to buy whole fruit, nutrient dense 100% juice can help fill in the gaps. This is especially true for seniors who may prefer juice over fruit due to its ease, long shelf life and convenience but juice can also be a boon for Millennials as well as young and middle-aged adults. Other ways 100% juice can help:

- **Delivers valuable nutrients to the diet** - Juice contains important nutrients like vitamin C, vitamin A, potassium, folate, and thiamin (vitamin B1), and in fortified juices, calcium, and



vitamin D. Of those nutrients, three (calcium, vitamin D (both found in fortified juices), and potassium) are considered, “nutrients of concern” meaning we need more of them in our diets. Juice also supplies small amounts of other nutrients too like magnesium, vitamin BE and vitamin K. In addition, juice has a significant number of bioactives like carotenoids and polyphenols, which have been shown to have a positive impact on health.

- **Improves Diet Quality** - [Studies from France and Sweden](#) have shown that adults who regularly drink 100% juice had healthier diets and experienced no increased weight gain. They also consumed less alcohol, had higher intakes of fruit, vegetables, fiber and various other vitamins and minerals as well as increased physical activity and a lower incidence of smoking. In the US, [an NHANES analysis](#) study showed that 100% fruit juice consumption is associated with a 10% higher Healthy Eating Index (HEI) score than non-juice consumption. The higher HEI score was due to higher intakes of whole fruit and total fruit and lower intakes of added sugar, saturated fat, and sodium.
- **Helps with Weight Management** – This same [NHANES analysis](#) showed adults who consume 100% fruit juice had lower body mass index, lower body weight, a 22% lower risk for being overweight or obese and a 27% lower risk of metabolic syndrome compared to non-consumers.
- **May Protect Health** - Like coffee and tea, fruit and fruit juices provide a significant number of bioactives to the diet. Of these bioactives, [polyphenols](#) are the most prevalent, as fruit and fruit juices are key sources of this nutrient in the US diet. Research shows polyphenols, which include flavonoids, are associated with reduced risk of [cardiovascular disease](#), [aged related vision loss](#) (macular degeneration) and [urinary tract infections](#). Studies show these bioactives also may help [preserve cognition](#), reducing risk of dementia and benefit [exercise performance](#).
- **Keeps you Hydrated** – Whether replenishing fluids after a workout or simply staying hydrated during a hot day, 100% juice does the trick. In fact, a [recent study](#) found, post-exercise people consuming orange juice hydrated just as well as those drinking sports drinks or water. For seniors who may not drink as much as they need to, juice is a refreshing treat, particularly in drinks like [Citrus Berry Cooler](#) and [Apple Pineapple Colada](#). Looking for something more unusual, why not check out our adult-oriented [Lemonade, Cucumber, Mint Popsicle](#) or [Tangy Barbecue Meatballs](#).

## Juice Delivers Beneficial Bioactives in a Glass

Like fruits and vegetables, 100% juice provides a wealth of valuable bioactives to the American diet. Bioactives, sometimes known as phytonutrients, are plant compounds that have positive effects on human health. Although in the body they often act as antioxidants or anti-inflammatory agents sweeping out toxins and repairing cells, in juice they are the compounds which give it, its unique color, flavor, taste and aroma. These include carotenoids, polyphenols such as flavonoids, and more.

When it comes to beverages, research shows that like coffee and tea, fruit and fruit juices have been identified as a major source of bioactives and particularly [polyphenol contributors](#) in the US diet. In some cases, juices may even contain [more bioactives](#) than the fruit itself, due to the processing of skins and seeds, which are typically not consumed but are concentrated sources of bioactives that remain intact during the juicing process. Other times, [the act of breaking down cell walls](#) through the process of crushing and physically extracting the juice may release bound [phenolic constituents](#) which are subsequently transferred to the juice. Both of these processes may *increase* the amount of bioactives found in juice compared to the edible portion of whole fruit.

Diets rich in plant compounds like polyphenols have been associated with several health benefits including reduced risk of several chronic and degenerative diseases such as cardiovascular disease, diabetes, and age-related macular degeneration. Such diets can also have broad beneficial effects on neurocognitive function and exercise performance. For all of these reasons and more, bioactives found in fruit juice may have the potential to [positively impact human health](#).

According to 2020 Dietary Guidelines, only about 20% of Americans are eating enough fruit, in all forms. Science shows drinking 100% juice is a healthy, nutrient-dense beverage that can not only increase total fruit intake, but, when consumed in appropriate amounts, can provide valuable nutrients essential for growth, improve diet quality and can play a role in promoting health, without affecting body weight status.

Keep in mind, that juice is more than just a beverage, it can also be used as an ingredient to replace fat or sugar and add flavor in salad dressings, marinades, sauces, and baked goods.

For more information on bioactive visit the [latest research](#) section of our SipSmarter website. [Here](#) you can also find interesting and creative recipes with juice.



## Five Super Easy Ways to Add More Fruits and Vegetables to your Diet

Let's face it, most of us can all use a little more fruits and vegetables in our lives. According to recent US consumption data, more than 80% of Americans do not meet the 1 ½ to 2 cups of fruit per day recommended by the US Dietary Guidelines and for vegetable intake this number is even higher! Getting more fruits and vegetables doesn't have to be a chore. In fact, with these simple tips upping your fruit and vegetable intake can be as easy as one, two, three!

1. **Soups on** – Soup is one of the easiest and most nutritious ways to add more vegetables to your diet. It's also a great way to increase variety, use up vegetables you may not know what to do with and make some of your least favorite options easier to swallow. Broth soups are your best bets, but pureed vegetable soups can be good choices too. For more substance, add some beans and pasta to your soup. If you think you can't add juice to soup just take a look at our award winning [Lentil Pomegranate Soup](#).
2. **Double Down** – Increasing your fruit and vegetable intake doesn't have to create more work in the kitchen. It may just be a matter bumping up portions. Why not try having a second helping of your favorite vegetable, taking an extra handful of grapes, or taking two fruits – say an apple and an orange – to the office for lunch?
3. **Be Sneaky** – Incorporating more fruits and vegetables in everyday meals is a snap, if you just keep them in mind. Why not sneak an extra serving into your diet? You can add 100% fruit juice in place of some oil in your homemade salad dressing. Not only will it cut the fat, it will add sweetness to your salad and extra vitamins and minerals. You can also use this fruity dressing to add flavor and moisture to meat, fish, or chicken instead of heaping on heavy sauces. Try out [Pineapple Teriyaki Marinade](#).
4. **Drink Up** – if you just don't have the time to fit in more fruits and vegetables into your busy lifestyle, consider drinking 100% juice to help meet your needs. In addition to 100% fruit juice, there are also fruit and vegetable blends so you can get the best of both worlds. The 2020-2025 US Dietary Guidelines

recognizes 1-cup of 100% juice to be the equivalent to 1-cup of whole fruit, so grab a glass and drink to health! Check out this fabulous [Dark Chocolate and Cran-Raspberry Smoothie](#).

5. **Grab and Go** – If you pre-wash and cut your fruits and vegetables when you get home from the grocery store, you'll be more likely to just grab them as a snack instead of going for something ready-made! If you keep them front and center in the fridge, they will be hard to miss when you get hungry. Eating on the run? With ready-to-eat fruit just grab it and go!

Looking for more tips on how to squeeze more fruits and veggies into your diet? Check out <https://sipsmarter.org/>! Or follow @SipSmarter on your favorite social channel

## More Than Just a Drink!

### MAKE MARINADES, SAUCES AND SALAD DRESSINGS WITH 100% JUICE

Make 100% fruit juice do double duty by creating flavorful marinades, sauces, and salad dressings! Start with 100% fruit juice as a base then add oil, a little acidity with lemon juice or lime juice and a seasoning ingredient such as ginger, garlic or fresh herbs. Just mix together and pour. It's just that simple! Convenient and healthful, 100% juice can bring almost any dish to a new level! Interested in what else juice can do? Check out the tips below.

#### **Juice Adds Flavor:**

Experiment with different juices -- try adding grape juice to salad dressings or cranberry juice to sauces. Each variety of juice can give your recipe a new kick!

#### **Juice Lightens Up Salad Dressings:**

Replace half the oil in your favorite salad dressing recipe with 100% juice. You'll add a new flavor and lighten your recipe up at the same time!

#### **Juice Stretches Your Dollars:**

Want to extend bottled sauces and marinades? 100% juice can help! Try whisking grape juice or apple juice into smoky barbecue sauce, adding pineapple juice to Asian marinades, or mixing orange juice into mojo marinade.

To get your creative juices flowing here are three recipes with 100% juice that you can enjoy as is or adapt easily to add your own special flavor:

## Marinade

### **Orange Chutney Marinade**

(Makes ½ cup)

This sweet-spicy marinade is perfect for chicken or fish. To tone down the heat skip the jalapeño and replace it with a sweet bell pepper.

1/4 cup orange juice  
2 tablespoon sweet mango chutney  
1 tsp. Dijon mustard

2 tablespoons chopped red onion  
1 small jalapeño seeded and chopped  
2 tablespoons chopped cilantro  
2 teaspoons canola oil  
1/2 teaspoon ground cumin

Whisk together in a small bowl. Pour over chicken or fish and let marinate at room temperature for 30 minutes or in refrigerator for an hour.

Per 1 Tbsp: 30 calories, 1 g fat, 10 g carbohydrate, 0 g protein, 0 g dietary fiber, 122 mg sodium

## Sauce

### Pineapple Teriyaki Sauce

(Makes 1/2 cup)

Marinate a flank steak, shoulder steak, or London broil, in this tangy sauce.

Besides adding flavor, pineapple juice contains enzymes that help tenderize the meat. The marinade is also delicious brushed liberally on salmon before grilling or broiling, or added at the end as a seasoning sauce, Pineapple Teriyaki Sauce is also perfect for stir-fries.

¼ cup 100% pineapple juice or 100% orange-pineapple juice blend  
¼ cup fat-free, reduced-sodium chicken broth  
2 tablespoons reduced-sodium soy sauce  
1 tablespoon mirin (or 2 teaspoons sake plus 1 teaspoon sugar)  
1 garlic clove, pressed  
¼ teaspoon ground ginger (or 1 teaspoon grated fresh ginger)  
Freshly ground black pepper  
2 ounces canola oil  
2 teaspoon cornstarch, optional

**For Marinade:** In a mixing cup, combine the 100% fruit juice, broth, soy sauce, mirin, garlic, and ginger. Add about 8 grinds of black pepper. Pour the Teriyaki Sauce into a 1-gallon re-sealable plastic freezer bag and add the oil. Add the desired beef, seal the bag, and marinate at room temperature for 30 minutes. Discard the marinade after using.

**For Stir-fry sauce:** Do not use the oil but mix in the cornstarch. Add to the wok at the end, cooking just until the sauce thickens to coat the other ingredients, 60-90 seconds. This sauce keeps, covered in the refrigerator, for 2 days.

Per 1 Tbsp: 70 calories, 7 g fat (<1g saturated fat), 3 g carbohydrate, 0 g protein, 0 g dietary fiber, 95 mg sodium

## Salad Dressing

### Pomegranate Rosemary Vinaigrette

(Makes 1.5 cups)

Take your salad up a notch with this favor-filled vinaigrette! By reducing the pomegranate juice, you get a rich flavor that will complement the fruit and vegetables on your salad.

- 1½ cups of 100% pomegranate juice
- 1 sprig of fresh rosemary
- ¼ cup of rice wine vinegar
- 2 tablespoons of lemon juice

- 2 tablespoons of honey
- ½ teaspoon of chopped fresh rosemary
- ¼ teaspoon of minced garlic
- ¼ teaspoon black pepper
- ¼ cup olive oil

Add the pomegranate juice to a small saucepan and place on the stove. Remove the rosemary from the stem and add the sprigs to the saucepan. Turn the heat to low and let reduce until it is about one half the original volume (should be about 1 hour). Strain to remove the rosemary leaves.

Combine the reduced pomegranate juice with the vinegar, lemon juice, honey, chopped rosemary, garlic, and black pepper. Blend together. After this is blended, continue to let the blender run while slowly drizzling in a stream of olive oil. Be sure to shake dressing before each use.

Per 1 Tbsp.

## Mediterranean Salsa Verde

Italians serve classic salsa verde as a condiment accompanying meat and fish. This recipe has been updated with a refreshing splash of orange juice. Spread this bright green sauce on grilled chicken and fish. Toss it with cooked shrimp or spoon it on salmon, too. It is so good you may be tempted to eat it right from the bowl.

**Yield:** Makes ½ cup or 8 (1 tbsp.) servings

### Ingredients:

- ½ cup flat-leaf parsley leaves, lightly packed
- 2 tbsp. chopped spearmint
- 2 tbsp. capers, rinsed and chopped
- 1 tsp. finely chopped garlic
- ½ tsp. dried oregano
- ¼ cup 100% orange juice
- 1 tbsp. lemon juice
- 2-3 tbsp. extra virgin olive oil
- 2 anchovy filets, finely chopped, optional



### Directions:

Finely chop the parsley by hand (there should be 1/4 cup chopped) and place it in a small mixing bowl. Add the mint, capers, garlic, and oregano.

The sauce can be made up to this point and refrigerated, covered, for 8 hours. Just before serving, mix in the orange and lemon juices, then stir in the olive oil. Mix in the anchovies, if using.

### Nutritional Information:

Per 1 Tbsp.: 55 calories, 5 g fat (1 g saturated fat), 2 g carbohydrate, 0 g protein, 0 g dietary fiber, 146 mg sodium.

## Spicy Peanut Sauce

Use our Spicy Peanut Sauce as a marinade for chicken or toss it with noodles for an Asian pasta salad. It marries the taste of peanuts and the spice of sriracha chili together with the sweet flavor of apple juice to produce an explosion of flavor.

**Yield:** Makes 1/2 cup or 8 (1 tbsp.) servings

**Ingredients:**

1/4 cup smooth peanut butter  
 3 garlic cloves, finely chopped  
 2 tbsp. reduced sodium soy sauce  
 1 tbsp. brown sugar  
 1 tbsp. rice vinegar  
 1 tbsp. sriracha chili sauce  
 1 tbsp. roasted sesame oil  
 ¼ cup 100% apple juice

**Directions:**

Place the peanut butter, garlic, soy sauce, brown sugar, vinegar, and sriracha sauce in a food processor and whirl to combine. With the motor running, slowly add the sesame oil followed by the apple juice.

For Sichuan-style noodles, toss the sauce with cooked pasta, allowing 2 tablespoons sauce for every 3 oz. of noodles.

This sauce keeps, tightly covered in the refrigerator, for 5 days. If it gets thick, use a bit of the pasta cooking water to thin it out.

**Nutritional Information**

Per Serving (1 Tbsp.): 80 calories, 6 g fat (1 g saturated fat), 5 g carbohydrate, 2 g protein, 1 g dietary fiber, 211 mg sodium.

## Butternut Squash Soup

Looking for a sweet pick-me-up for the chilly winter weather? This fruity twist on a classic butternut squash soup recipe is guaranteed to satisfy your taste buds.

**Yield:** 6 servings

**Ingredients:**

*For soup:*

2 tbsp. olive oil  
 3 medium carrots, chopped  
 2 medium celery stalks, chopped  
 ½ medium onion, chopped  
 2 cloves garlic, minced  
 1 apple, peeled, cored, and chopped  
 6 cups chopped butternut squash, fresh or frozen  
 4 cups low-sodium chicken broth  
 1 cup 100% apple juice  
 1 tsp. sea salt  
 1 tsp. chopped fresh thyme  
 1 tsp. chopped fresh sage  
 ½ tsp. ground pepper  
 ½ tsp. ground ginger  
 1 tsp. fresh lemon juice



*For Cranberry Compote:*

2 cups fresh cranberries  
1 cup 100% cranberry-apple juice  
¼ cup dark brown sugar  
½ tsp. cinnamon  
¼ tsp. ground ginger  
1/8 tsp. ground nutmeg

**Directions:**

*To Make Soup:*

Heat olive oil in a large saucepan over medium-high heat. Add carrots, onion, celery, garlic, apple, and butternut squash to pan; cook for 5-7 minutes or until fragrant and beginning to cook through, stirring occasionally. Add broth and juice; bring to a boil and reduce to a simmer. Add salt, thyme, sage, pepper, and ginger. Simmer for 15 minutes or until vegetables are tender. Use an immersion blender (or transfer mixture to a blender container) and blend until smooth. Stir in lemon juice.

*To Make Cranberry Compote:*

Combine cranberries, juice, brown sugar, cinnamon, ginger, and nutmeg in a medium saucepan over medium-high heat. Bring to a boil, reduce heat, and simmer for 5 minutes or until cranberries have popped and mixture thickens. Allow to cool slightly.

*To Assemble:*

Stir a spoonful of Cranberry Compote into center of each bowl of soup. Swirl, if desired.

**Nutrition Information:**

Per Serving (About 1 ½ cups soup plus 1 spoonful of cranberry compote): 248 calories, 5 g fat (1 g saturated fat), 50 g carbohydrate, 3 g protein, 6 g dietary fiber, 507 mg sodium.

## Pomegranate Vegetable Soup with Lentils

This Pomegranate Vegetable and Lentil Soup packs in a plant-based protein (lentils), a green vegetable (spinach), a crunchy vegetable (carrots) and an antioxidant rich juice (pomegranate). Let me stop right here and explain the 100% pomegranate juice is the star of this soup!

**Yield:** 6 servings

**Ingredients**

2 cups dry red lentils  
1 tbsp olive oil  
1 medium sweet onion chopped  
1 carrot peeled and chopped  
1 garlic clove minced  
4 cup vegetable broth low sodium  
2 cup 100% pomegranate juice  
1 can crushed tomatoes 28 ounces  
1 tsp ground cumin  
1 tsp dried thyme leaves  
1/2 tsp salt, kosher  
1/4 tsp ground black pepper  
4 oz baby spinach chopped  
2 tbsp balsamic vinegar  
4 tbsp pomegranate arils, optional



### Directions

1. Rinse and drain lentils in a colander.
2. In a large pot over medium high heat, warm olive oil. Add chopped onion and cook, stirring often until softened, about 5 minutes. Add the carrot, and cook, stirring until softened, about 3 minutes. Add the garlic and cook, stirring until fragrant, but not browned, about 30 seconds.
3. Stir in vegetable broth, 100% pomegranate juice, lentils, crushed tomatoes, cumin, thyme, salt, and pepper. Bring to a boil, then reduce heat to low, cover and simmer gently until the lentils are tender, about 20 minutes. Add chopped spinach to the soup, stir and cook uncovered, just until the spinach wilts, about 1 minute. Stir in balsamic vinegar. Ladle the soup into bowls, top with pomegranate arils (if desired) and serve immediately.

### Recipe Notes

This recipe was provided by Diane Boyd, RD of Cape Fear Nutrition.

### Nutrition Information:

Per serving: 382 calories, 4 g fat (0 g saturated fat), 67 g carbohydrate, 21 g protein, 13 g dietary fiber, 574 mg sodium.

## Baked Salmon with Pineapple, Garlic, Herb Sauce

Our favorite type of recipes are ones that don't require a laundry list of hard to find ingredients. We try to use real ingredients, to make real food that our families will enjoy. This salmon recipe checks all the recipe boxes. Only uses 5 ingredients – olive oil, salmon, 100% pineapple juice, garlic, parsley, pepper

**Yield:** 4 servings

### Ingredients

- 1 tbsp olive oil extra virgin
- 2 salmon filets 3-4 oz each
- 1/2 cup 100% pineapple juice
- 2 cloves garlic minced
- 1 tbsp parsley dried
- 1/2 tsp black pepper

### Directions

1. Drizzle the bottom of a baking dish with the olive oil
2. Place the salmon filets on top of the olive oil
3. Pour the 100% pineapple juice over the salmon and top with the minced garlic and dried parsley
4. Cover and let marinade for 20 minutes
5. Preheat oven to 425 degrees F
6. After 20 minutes, uncover and place the fish in the oven for about 12-15 minutes, until cooked through and fish easily flakes with a fork
7. Let cool slightly before enjoying

### Nutrition Information:

Per serving: 238 calories, 14 g fat (3 g saturated fat), 43 mg cholesterol, 9 g carbohydrate, 19 g protein, 0 g dietary fiber, 43 mg sodium.



## Sweeten Up Your Social Media

Are you looking for some JUICY social content? We've laid out some fun content that will keep your Facebook and Twitter followers excited about juice!



**Incorporating a message about juice can fit at any time of the year! Below, you'll find some suggestions for each month and some that could work whenever you are looking for fun content!**

**General:**

- If you're not sure what the proper serving of 100% fruit juice is for your child, here are simple guidelines to follow: [How Much Juice Should Kids Drink | Sip Smarter](#)
- Yes, you CAN eat healthy on a budget! Here's how to get your servings of produce without breaking the bank: [Save Money and Eat Healthy | Sip Smarter](#)
- Did you know? 100% fruit juice can help you meet your daily fruit consumption goals. Find out how: [100% Juice Can Help You Eat More Fruits and Vegetables \(sipsmarter.org\)](#)
- There are lots of healthy ways to use 100% fruit juice when you cook. Get inspired by learning of the importance of fruits and veggies in your diet: [Eat More Fruits & Vegetables | Sip Smarter](#)

**January**

- **Facebook:** Start the New Year off right with a focus on healthy eating! Drinking 100% juice can help improve your physical health and brain health! Learn more: [Drinking Juice Helps Keep Brain Sharp](#)
- **Twitter:** Start the New Year off right with a focus on healthy eating! Drinking 100% juice can help improve your physical health and brain health! Learn more: [Drinking Juice Helps Keep Brain Sharp](#)

**February**

- **Facebook:** Show your heart some love during #NationalHeartMonth by getting your servings of heart-healthy foods like pomegranates and grapes. Here's how to incorporate more heart healthy 100% juice into your diet: [Heart-healthy Juices | Sip Smarter](#)
- **Twitter:** Show your heart some love during #NationalHeartMonth. Find out how to incorporate more heart healthy 100% juice into your diet: [Heart-healthy Juices | Sip Smarter](#)

**March**

- **Facebook:** What better time than #NationalNutritionMonth to improve your diet? If you're not sure how to get started, @SipSmarter has health tips, expert nutrition information and help you eat healthy: [Happy National Nutrition Month! Your Go-to Guide for a Balanced Diet | Sip Smarter](#)
- **Twitter:** #NationalNutritionMonth is the perfect time to improve your diet! @SipSmarter has some tips for how you can eat healthy: [Happy National Nutrition Month! Your Go-to Guide for a Balanced Diet | Sip Smarter](#)

**April**

- **Facebook:** Not getting enough fruits and veggies in your diet? Here's how to eat more produce every day: [Eat More Fruits and Vegetables | Sip Smarter](#)
- **Twitter:** Not getting enough fruits and veggies in your diet? Here's how to eat more produce every day: [Eat More Fruits and Vegetables | Sip Smarter](#)

**May**

- **Facebook:** If you're not sure what the proper serving of 100% fruit juice is for your child, here are simple guidelines to follow: [2020-2025 Dietary Guidelines for Americans Supports 100% Juice as Part of a Healthy, Balanced Diet | Sip Smarter](#)
- **Twitter:** If you're not sure what the proper serving of 100% fruit juice is for your child, here are simple guidelines to follow: [2020-2025 Dietary Guidelines for Americans Supports 100% Juice as Part of a Healthy, Balanced Diet | Sip Smarter](#)

**June**

- **Facebook:** Cool down during hot days with fruity, delicious drinks! Learn how 100% juice can help you keep hydrated this summer: [Keep Hydrated This Summer with the Help of 100% Fruit Juice | Sip Smarter](#)
- **Twitter:** Cool down during hot days with fruity, delicious drinks! Learn how 100% juice can help you keep hydrated this summer: [Keep Hydrated This Summer with the Help of 100% Fruit Juice | Sip Smarter](#)

**July**

- **Facebook:** This summer, bring some life to your cookouts with a fun, fruity punch everyone will enjoy: [Juice Cocktail Ideas | Sip Smarter](#)
- **Twitter:** This summer, bring some life to your cookouts with a fun, fruity punch everyone will enjoy: [Juice Cocktail Ideas | Sip Smarter](#)

**August**

- **Facebook:** Back to school means the return of the after-school snack. Find the benefits to making 100% juice a vital part of your child's snack here: [Back to School Juice Recipes | Sip Smarter](#)

- **Twitter:** Back to school means the return of the after-school snack. Find the benefits to making 100% juice a vital part of your child’s snack here: [Back to School Juice Recipes | Sip Smarter](#)

#### September

- **Facebook:** With school back in session, your child may be participating in fall sports. Find out how 100% juice can help the rehydrate and recover after the big game: [100% Orange Juice Helps You Recover After Exercise | Sip Smarter](#)
- **Twitter:** With school back in session, your child may be participating in fall sports. Find out how 100% juice can help the rehydrate and recover after the big game: [100% Orange Juice Helps You Recover After Exercise | Sip Smarter](#)

#### October

- **Facebook:** Plan some Halloween fun with your kids by making these spooky and healthy treats that they will love! [Scary Halloween Recipes | Sip Smarter](#)
- **Twitter:** Plan some Halloween fun with your kids by making these spooky and healthy treats that they will love! [Scary Halloween Recipes | Sip Smarter](#)

#### November

- **Facebook:** Tired of the eating the same recipes every Thanksgiving? Try making these delicious, juice based side dishes to add new flavors to your spread: [Healthy Thanksgiving Side Dishes | Sip Smarter](#)
- **Twitter:** Tired of the eating the same recipes every Thanksgiving? Try making these delicious, juice based side dishes to add new flavors to your spread: [Healthy Thanksgiving Side Dishes | Sip Smarter](#)

#### December

- **Facebook:** By using juice recipes this holiday season, you can delight your guests with delicious food and eat healthy at the same time: [Healthy Christmas Recipes | Sip Smarter](#)
- **Twitter:** By using juice recipes this holiday season, you can delight your guests with delicious food and eat healthy at the same time: [Healthy Christmas Recipes | Sip Smarter](#)

## Recipe Demo

### ***FARRO VEGETABLE SALAD***

#### ***A VEGETARIAN DISH THAT THE WHOLE FAMILY WILL LOVE***

- Farro is an ancient wheat grain that has been eaten for thousands of years around the world. Today, you’re likely to find farro in many Mediterranean, Ethiopian or Middle Eastern recipes but its versatility allows it to be the center of many dishes! Look for it in the specialty grain section of your supermarket.
- Using farro as the base of a dish is a delicious, healthy, and easy way to get your family to eat more fruits and vegetables. This recipe even “sneaks” in a serving a fruit into the dressing!
- If asparagus, cherry tomatoes or arugula aren’t a hit at your house, it’s easy to switch out for other veggies that your family might enjoy! How about using – broccoli, red pepper, and kale? Can’t find basil? Parsley or mint will also work too.
- This recipe can also easily be transformed into a full meal or “grain bowl”. Add in some lean protein like chicken or shrimp. You could even top it off with a sprinkle of feta or goat cheese.
- The base of the dressing is grapefruit juice which adds delicious flavor and important vitamins and minerals like vitamin C, calcium (if fortified), folate and potassium. Don’t like grapefruit juice? Try orange, apple or any other 100% juice.
- Incorporating juices into your dressings and sauces, like in this recipe, allows you to fit in an additional serving of fruit, while enhancing the dish with a flavor that the whole family will love!

## FOOD PREP:

Depending on time available, you can have the ingredients pre-measured or measure them during the demo. For purposes of the demo and if time restrictions apply, you may choose to pre-cook the farro and blanch the asparagus ahead of time, so it is ready to mix with the rest of the ingredients. One cup of cooked farro yields approximately 3 cups cooked.

### Pre-demo Prep:

- Cook 1 cup farro in water according to directions
- Cut 2 cups asparagus into 1" lengths
- Boil 2 cups asparagus for 1 minute
- Finely chop or grate 1 tsp fresh garlic,
- Roughly chop ½ cup fresh basil
- Halve 2 cups cherry or grape tomatoes
- Roughly chop 2 cups arugula

## EQUIPMENT LIST:

### FOR COOKING FARRO:

- Portable hotplate or stove for farro (if cooking)
- Pot and lid
- Potholder

### FOR DEMO:

- Measuring cups and spoons
- Paring knife
- Cutting board
- Whisk
- Handheld grater or zester (optional)
- Mixing spoon
- Large mixing bowl
- Small mise-en-place bowls for measured ingredients
- Serving spoon for plating
- Hand towels
- Apron

## RECIPE: Farro Veggie Salad with Basil-Grapefruit Dressing

**SERVES:** 6 (1 cup) servings

### INGREDIENTS:

- 1 cup/6 oz. farro
- 2 cups/8 oz. asparagus, cut into 1" lengths
- 4 oz. ruby red grapefruit juice
- 1 tsp. garlic, finely chopped or grated
- 2 tsp. Dijon mustard
- 3 Tbsp. extra virgin olive oil
- ½ cup/½ oz. fresh basil, sliced or very roughly chopped
- 2 cups/8 oz. cherry or grape tomatoes, halved
- 2 cups/2 oz. arugula, washed and roughly chopped



### COOKING INSTRUCTIONS:

Place farro in a large pot with plenty of salted water. Bring to a boil and cook until al dente, about 40 minutes. One minute (depending on the size of the asparagus) before the farro is done, add the asparagus to the pot. Drain.

While the farro is cooking, make the dressing. Whisk together the grapefruit juice, garlic, mustard, and olive oil. Stir in the basil. When the farro is done and while it's still hot, toss half the dressing with the farro. Taste and season with salt and pepper. Let sit for 10 minutes to allow the flavors of the dressing to absorb. Stir in the tomatoes and arugula along with the remaining dressing. Taste once more and serve!

**NUTRITION INFORMATION:**

Makes 6 (1 cup) servings. Per serving: 200 calories, 8 g total fat, 1 g saturated fat, 27 g carbohydrate, 6 g protein, 6 g dietary fiber, 4 gm sugar, 243 mg sodium, 0 mg cholesterol.

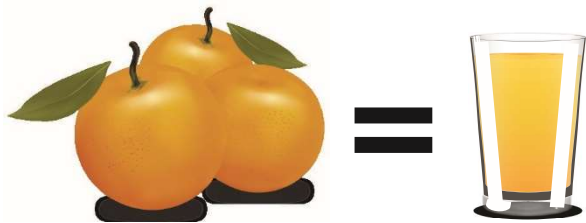
**VISIT:** <https://sipsmarter.org/> for more information about recipes made with 100% juice

Infographic



# What You Need to Know About 100% Juice

2020 -2025 Dietary Guidelines for Americans Say...



1/2 cup fruit is equal to 1/2 cup fruit juice



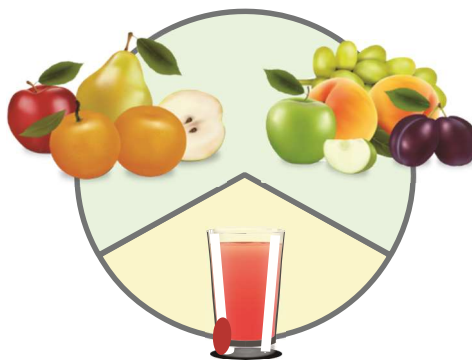
Juice is a primary beverage choice

Juice Contributes to Fruit Intake



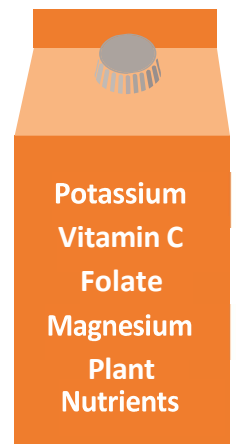
80% of Americans do not eat enough fruit

Juice is Not Overconsumed



65% of total fruit intake comes from whole fruit and 35% comes from juice

What's in Your Juice?



Juice Drinkers Have Healthier

Drinking Juice

American Academy of Pediatrics

## Additional Resources

For more information about 100% juice visit our partners:

[Produce for Better Health](#)

[The Cranberry Institute](#)

[Florida Department of Citrus](#)

[Fruit Juice Matters](#)

[National Berry Crops Initiative](#)

[Pomegranate Science](#)

[US Apple](#)

## Research

For additional research on 100% juice, please click the link below

[Research on 100% Juice](#)

