



EVERY DAY BEGINS WITH A SIP.
Sip Smarter.

Happy New Year! In this monthly SipSmarter newsletter, learn how to start the year off right with 100% juice!



Dry January with 100% Juice

What better way to quench your thirst than by swapping your favorite alcoholic drink for a glass of 100% fruit or vegetable juice? Mix and match juices with spices, herbs and seltzers to create a range of flavors – sweet, tart, bitter, fruity or citrusy.

[Learn More](#)



Members of the 2025 Dietary Guidelines Advisory Committee Announced

The U.S. Department of Health and Human Services (HHS) Secretary Xavier Becerra and U.S. Department of Agriculture (USDA) Secretary Tom Vilsack have announced the appointment of 20 nationally recognized scientists to serve on the 2025 Dietary Guidelines Advisory Committee.

[Learn More](#)



Be the Best You Can Be in 2023 with 100% Juice

According to the International Food and Information Council (IFIC) 2023 Food Trends, healthful beverages are one of the top emerging food trends in 2023. This is a result of consumers searching for added benefits like energy and stress management/reduction, in liquid form.

[Learn More](#)

Reset your Health with 100% Juice



White Grape Juice, Cucumber, Kale & Parsley Smoothie

Start your morning off right with this quick and easy smoothie. It has less five ingredients and comes together in under ten minutes!

[Find the Recipe](#)



Cranberry Power Bars

With cranberry juice and dried cranberries, these very cranberry energy bars are drizzled with a little dark chocolate. Loaded with nuts, chia seeds and quinoa flakes, they will help you power through any busy day.

[Find the Recipe](#)




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