

The Gazette

MONTREAL

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Montreal, Quebec

Drinkables

Black and blue and good for you

The sip: TrueBlue blueberry-blackberry cocktail

The price: \$3 for 473 mL

The smell: Delicately tart and fruity, it comes across as part real berries, part melted red popsicle.

The look: The deep garnet colour suggests Welch's grape juice for a more discerning crowd.

The taste: Blueberry and blackberry flavours, if a little subtler than expected, don't seem fake. I'd serve this over ice as a less mouth-puckering alternative to the better-known cranberry cocktail.

The story: The last few years have seen a parade of "superfruits" that cite scientific stud-

ies to back up their claims to health benefits. The pomegranate and the Brazilian açai have recently had their share of press. Now the illustrious blueberry is making its case, touting antioxidants that fight aging and cancer, and a potential for lowering cholesterol and preventing urinary tract infections. Based in Vancouver, TrueBlue launched its line of blueberry juices in 2004, and quickly earned distribution across the country and in the United States.

In a season when the cost of fresh blueberries is sky-high, a bottle claims to give you the equivalent of a serving of the fruit itself, and the beverage us-

es sugar cane instead of corn-syrup-based sweeteners (another health-oriented shift in the marketplace these days).

The source: TrueBlue is available at many of the large grocery chains, including IGA, Loblaws and Provigo (various locations).

The twist: The blueberry juice business is something of a phenomenon on both Canadian coasts. Another relatively new product is Van Dyk's Wild Blueberry Juice from Caledonia, N.S., which can be found at local health food stores.

Something worth sipping? Send suggestions to simus-grave@gmail.com.



RICHARD WELLS IS THE GAZETTE'S tart, but not as tart as cranberry juice.