

August 4, 2006

Stoney Creek, Ontario

## TrueBlue goodness

In a US Department of Agriculture (USDA) lab at Tuft's University in Boston, Massachusetts, researchers found blueberries rank No. 1 in antioxidant activity when compared to 40 common fresh fruits and vegetables.

Antioxidants are a group of vitamins, minerals and enzymes that neutralize free radicals before they harm our bodies. Free radicals are atoms that damage our cells and harm our immune system, leading to many degenerative diseases.

Free radicals form when our cells are exposed to substances such as radiation, chemicals, pollution, smoke, drugs, alcohol, pesticides and sun. A poor diet also aids in the formation of free radicals. Antioxidants work by donating an electron to free radicals to convert them to harmless molecules. This protects cells from damage that leads to aging and diseases.

Anthocyanins (the pigment that makes blueberries dark blue) are powerful antioxidants. They contain naturally occurring plant chemicals called polyphenols with very high antioxidant characteristics. The darker, deeper blue and red fruits have the highest anthocyanin values, contributing the most potent antioxidant sources.

Six ounces of TrueBlue™ Blueberry Juice Cocktail contains as much juice as half a cup of fresh blueberries. The blueberry juice in TrueBlue™ is a blend of wild and cultivated berries. Most other juice cocktails contain glucose-fructose or high fructose corn syrup, both which have been linked to obesity, but TrueBlue™ is lightly sweetened with cane sugar.

Recently, LiteBlue® Blueberry Juice Cocktail has been added to the lineup. LiteBlue® contains only half the calories of TrueBlue® (50 calories per serving), and is sweetened with a combination of cane sugar and Splenda®.

For more details on TrueBlue® and recipes, visit [www.trueblueberry.com](http://www.trueblueberry.com).

### TrueBlue Blueberry Banana Smoothie

**1 1/2 cups TrueBlue Blueberry cocktail, chilled**

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**1/2 cup vanilla yogurt**

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**1 ripe banana**

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**1 tablespoon honey, optional**

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Measure all ingredients in a blender and blend on high until smooth.