

Cape Cuisine

April 10, 2007

Cape May County, New Jersey

The next big (Blue) thing

Received a couple samples of TrueBlue juice the other day. It's blueberry juice that comes in about seven different concoctions. I sampled the blueberry pomegranate mix and we still have one that is blueberry mixed in with some grape juice. They are marketed as healthier than cranberry juice, and blueberries have the same antioxidants found in grapes that fight the formulation of cancer cells and aid in healthy blood vessels. But the juice is also delicious. You don't need to acquire a taste for it, as I never have for cranberry juice. And blueberry juice has 25 percent fewer calories than cranberry juice. The only problem is finding it. It is sold in New Jersey at supermarkets like Genuardi's, Pathway and King's, but the TrueBlue spokesperson I dealt with was researching the options for Cape May County. If you go to the website www.trueblueberry.com, you can print a form to give to your local grocer requesting the product. Most grocery store managers can get whatever product you request. Also on the website are really interesting recipes on how to use the beverage, even a TrueBlue Margarita!



My guess is blueberry juice will be the next best thing to come along since cranberry juice cocktails and pomegranate juice, but we're in the beginning stages of the spread of its popularity and availability. In the meantime, blueberry farmers have something to look forward to because after muffins and dropping them in a bowl of Special-K or Rice Chex, there isn't much to do with a blueberry.