

The Journal

Plattsmouth, NE

April 2, 2007

Blueberry milkshake recipe offers tasty, healthy treat

Leading Brands Inc., a premium healthy beverage company, introduces a fun and unique blueberry milkshake recipe that will put a smile on everyone's face this spring.

TrueBlueberry Shake

1 cup TrueBlue Blueberry Cocktail
1 cup vanilla ice cream
1 cup fresh or frozen blueberries, optional

Combine TrueBlue Blueberry Cocktail, ice cream, and blueberries.

Blend all ingredients in a food processor or blender.



TrueBlue® Blueberry Juice Cocktail is an all natural product that is lightly sweetened with cane sugar.

With 25 percent fewer calories per serving than most cranberry-based products, TrueBlue® is also a preferred dietary choice for health-conscious consumers.

Studies have shown that blueberries are packed with health benefits.

A recent USDA study ranks blueberries as #1 in antioxidants when compared to 40 other fruits and vegetables.

In addition to fighting cancers and heart disease, studies have shown that blueberries also lower cholesterol, slow down the aging process and improve eyesight, coordination and balance.

The juice has been getting

very positive attention by winning awards including "Best Beverage of 2006" and "People's Pick" at America's Best Food Show in California, "People's Choice" in 2006 at the Good Food Festival in Toronto, and "Best New Blueberry Beverage in 2005" by the North American Blueberry Council.

TrueBlue® has also been featured on NBC, CBS, CBC National, CTV and Global Nation wide.

TrueBlue® is available in six flavors including Blueberry, Blueberry-Blackberry, Blueberry-Cranberry, Blueberry-Iced Green Tea, Blueberry-Pomegranate and Blueberry-Raspberry in 64oz PET bottles.

For more details on TrueBlue® and recipes please visit www.trueblueberry.com.

Facts about blueberries

High in Antioxidants

Antioxidants help neutralize harmful by-products called "free radicals" that can lead to cancer and other age-related diseases.

Lowers cholesterol

New research studies at the United States Department of Agriculture have revealed that blueberries can also lower cholesterol better than prescription drugs.

Prevents urinary tract infections

Recent studies at the Rutgers Blueberry Cranberry Research Center in Chatsworth, N.J., have shown that blueberries have compounds similar to those of cranberries and can also be used to treat and prevent urinary tract infections (UTIs).

Improves memory, coordination and balance

Preliminary research suggests that blueberries protect against the effects of age-related deterioration of the brain, such as short-term memory loss.

Improves Eyesight

A number of studies in Europe have documented that blueberries have very high concentrations of anthocyanin, a natural compound linked with many health benefits including reducing eyestrain and more.

Slows aging

Blueberries have been shown to have a positive effect on aging. In animal studies, blueberries appear to reverse some aspects of brain aging.

Blueberries are top antioxidant

USDA Human Nutrition Research Center on Aging in Boston has developed an assay called ORAC (oxygen radical absorbance capacity), which qualifies antioxidant capacity of foods.

Fresh blueberries have a high level of ORAC, 2400 per 100 grams. (As a comparison, five servings of some fruits and vegetables in a typical American diet score around 1600)

USDA researchers found blueberries rank number one in antioxidant activity as compared to 40 common fresh fruits and vegetables. Concord grape juice is next on the list

with about two thirds of the antioxidant activity of blueberries followed by strawberries, kale, and spinach.

What are antioxidants?

Antioxidants help neutralize harmful by-products called "free radicals" that can lead to cancer and other age-related diseases.

These molecules battle cell and DNA damage involved in cancer, heart disease, diabetes, and perhaps brain degeneration.

Anthocyanin (the pigment that makes blueberries blue) is thought to be responsible for this major health benefit.