

# StarTribune

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## TrueBlue is new brew

Comparing blueberry juice cocktails is not easy. The newest brand to arrive here is TrueBlue, a Canadian line that includes blueberry, blueberry/cranberry, blueberry/pomegranate, blueberry/raspberry and blueberry/green-tea cocktails, all containing 25 percent juice (the named juices from concentrates and grape juice from concentrate) and water sweetened with cane sugar (not, as the TrueBlue folks are at pains to note, high-fructose corn syrup). There are also two LiteBlue 25-percent-juice mixtures sweetened with Splenda and sugar, for half the calories.

Other brands might be 100 percent juice, but most of it is apple juice, or might not contain as all TrueBlue products do, 100 percent of the daily value of vitamin C. And certainly none of the others won two awards for best beverage at the America's Best Food Show in Anaheim, Calif., in August: best beverage, in voting by a food-industry and media panel; and first-place beverage, in voting by visiting consumers.