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Full of antioxidants even the kids will love

TRUEBLUE® blueberry juice is an all natural product developed by Leading Brands, a premium beverage company

BY JOHN GRONES
Publisher

A couple of weeks ago, Leading Brands, a premium beverage company, sent samples of their newly developed TrueBlue® blueberry juice. The "Taste" staff completed their first assignment—sampling the juice.

The staff response was favorable, everyone liked the juice. According to leading brands, families can receive all the health benefits of blueberries year round.

TrueBlue® Blueberry Juice Cocktail is an all natural product that is lightly sweetened with cane sugar. With 25% 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. LiteBlue® Blueberry Juice Cocktail has been added to the brand lineup. LiteBlue® contains only half the calories of TrueBlue® (50 calories per serving), and is sweetened with a combination of cane sugar and Splenda®. Two LiteBlue® flavors are available: Blueberry and Blueberry-Raspberry. For more details on TrueBlue® and recipes please visit www.trueblueberry.com.

