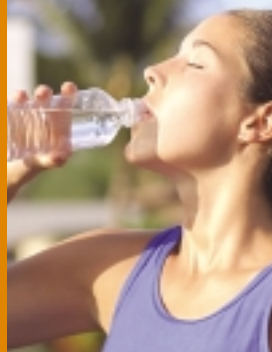


THE WELLness BEVERAGE GUIDE™



LOOK INSIDE:
Kids and Sweeteners
Beverage Nutrition
Expert Q&A

Brought to you by

The Coca-Cola Company

HEALTH AND HYDRATION NEWS



WELCOME

There's a great deal of scientific and nutritional emphasis on the foods that we eat, but not nearly as much attention is given to what we drink. There are many myths and misconceptions that surround beverages and, in general, people don't fully understand the vital role liquids can play in a healthy diet. This newsletter is designed to bring you science-based information on the world of beverages that, we hope, will help you make good choices for you and your family.

— Dr. John Foreyt, Director, Behavioral Medicine Research Center, Baylor College of Medicine, Houston

ARE YOU DRINKING ENOUGH FLUIDS? New Scientific Guidelines for Hydration

If you love coffee or cola, there's good news. Experts used to think that drinking too much of these beverages would dehydrate you. Not so, say new scientific guidelines from the U.S. National Academy of Sciences (NAS). All beverages, including those that contain caffeine, count toward proper hydration.



The NAS also concluded that people need more fluid than was previously believed: approximately 9 cups of fluid a day for women and 13 cups for men. While you can reach your daily goal with water alone, studies show that kids and adults drink 45% to 50% more liquid when it's flavored. That's a good reason to reach for a beverage you

really enjoy, whether it's low-fat milk, juices, lemonade, hot tea or a cold soft drink.

Getting enough fluid is crucial to your health, because water is the number one component of the human body. It makes up 50% to 60% of your weight, and plays a vital role in regulating body temperature, transporting nutrients and oxygen, and

cushioning joints and organs. People can generally satisfy their daily hydration needs through their normal drinking behavior. But a prolonged and significant reduction of liquid has been linked to several serious disorders, including gallstones, bladder cancer, blood clots and irregular heartbeat, and impaired mental focus.

Keeping you well hydrated isn't the only benefit of beverages. Dairy and soy-based beverages, fruit juices and sports drinks can provide essential nutrients, including vitamins, minerals and carbohydrates. Beverages also add variety and interest to meals or snacks—and many serve as a convenient boost when you're on the go.

How do you know when it's time to drink? Most people get enough fluid from the foods and beverages they consume during the day—and by letting their thirst guide them. But when you're working out, or will be in the heat for any length of time, extra liquid is a must.

Watch out for dehydration, which can lead to fatigue, headaches and muscle cramps. The best way to protect yourself is by drinking throughout the day.

3 Ds of Healthy Bones

- Do regular weight-bearing exercise. Walking, jogging, aerobics and weight training strengthen bones.
- Do not forget vitamin D, plus calcium. Daily doses of these nutrients, found in food, fortified drinks such as milk and orange juice, or supplements, are vital for bone health.
- Don't delay. Keep active and get enough calcium and vitamin D early in life. Most bone is formed during childhood and adolescence, and many people start losing bone mass in their 30s.

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THE WELLness Beverage Guide™ is published by The Hearst Corporation New York, NY

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RESEARCH ROUNDUP

LIQUID POWER

Good to the Last Sip

Did you know that you can get essential nutrients in a glass? That's right: Some of the most important vitamins and minerals, including calcium, vitamin C and folic acid, are just thirst-quenching ounces away. Here's a look at the nutritional benefits of some of your favorite beverages.

Many fruit and vegetable juices are packed with vitamin C—and a whole lot more. Juices are a naturally good source of potassium, folate and important antioxidants, such as beta carotene and vitamin C. And some juices and juice drinks deliver an extra nutritional punch because they're fortified with nutrients often lacking in our diet, such as bone-building calcium and vitamin D.



Watching your cholesterol? A recent study at the University of California, Davis found that participants with normal to borderline high cholesterol significantly lowered their LDL cholesterol by drinking two eight-fluid-ounce servings of Minute Maid® Premium Heart Wise™ orange juice per day with meals.* That's because this OJ contains added cholesterol reducers known as plant sterols.

Also revitalize with other beverages during the day. A single serving of regular or flavored milk gives you more than 10% of your daily requirement of several key nutrients, including calcium, vitamin D, protein and riboflavin. And when you're working out, sports drinks have special formulas that provide rapid rehydration plus carbohydrate fuel to help keep you going.

*Foods containing at least 0.4g per serving of plant sterols, consumed twice a day with meals for a daily total intake of at least 0.8g, as part of a diet low in saturated fat and cholesterol, may reduce the risk of heart disease. A serving of Minute Maid Premium Heart Wise contains 1 gram of plant sterols. LDL "Bad" Cholesterol was reduced in a study of people with normal to borderline high total cholesterol who consumed two servings of Minute Maid Premium Heart Wise per day with meals for eight weeks.



The Beverage Institute for Health & Wellness is a scientific organization, within The Coca-Cola Company, that supports scientific research, education and outreach to better understand the role that beverages play in nutrition and health around the world. Log on to their website for more health and hydration information.

Are Beverages Just as Filling as Solid Foods?



You may have heard that beverages aren't as filling as food. Some people even blame liquid calories for the rising rates of obesity in the United States and the world. But the results of a new study at the University of Washington School of Public Health and Community Medicine suggest otherwise. Doctors found that snacks of liquid cola or solid cookies had

"...there is no difference in the effect on hunger or fullness between caloric beverages and solid foods."

exactly the same effect on hunger and how much food people had for lunch. Study participants ate less when either snack was given just before lunch than when it was given earlier in the day.

"Your mother was right: Eating or drinking something right before a meal will spoil your appetite," says Adam Drewnowski, Ph.D., professor of epidemiology at the university. "But there is no difference in the effect on hunger or fullness between caloric beverages and solid foods."

Other research shows that on a per-calorie basis, juice, milk and carbonated soft drinks are all equally filling, and reduce hunger more than water does. And beverages promote hydration and can help supply needed nutrients.

If you're counting calories, select from the wide array of great-tasting low- or no-calorie drinks now on the market. What contributes to weight gain is consuming more calories than you need for energy—not the source of the calories.

BEV SAYS:



"Drinking a variety of delicious beverages helps you stay healthy and hydrated."

TIP

Is Caffeine Really Detrimental to Bone Health?

Some people believe the caffeine and phosphorus found in some beverages can contribute to bone loss. Not necessarily so, according to Dr. Robert Heaney, a recognized calcium expert from Creighton University, Osteoporosis Research Center, Omaha. As long as you get enough calcium in your diet, beverages containing caffeine and phosphorus should have a negligible impact on bone health.

Moms Discover the Sweet Spot for Kids

Many parents wonder if it's best to give their children beverages containing low-cal sweeteners or sugar. Based on what's on the market today—from aspartame to sucralose—the American Dietetic Association reports that consumers can safely enjoy both sugar and sugar substitutes, as long as they're part of a well-balanced diet that meets current government guidelines. More reassuring news for moms: All of the low-cal sweeteners used in American foods and beverages have been approved as safe by the Food and Drug Administration, after rigorous tests. Offer your children a variety of beverages, and be assured that the low-calorie versions are safe for them.



Choice from *The Coca-Cola Company*



The Skinny on Staying in Shape

Most Americans are not doing enough to keep fit and are eating poor diets. Nearly two-thirds of U.S. adults are overweight or obese, as are about 15% of children and teens. Along with contributing to weight gain, physical inactivity also ups the risk of developing serious medical problems like heart disease and diabetes.

Working out doesn't have to be a chore, and you don't have to go to a gym. The key is to find enjoyable ways to get moving.

Getting in shape is easier than you think. The Dietary Guidelines for Americans advise that 30 minutes a day of moderate activity at least five days each week, combined with changes in eating, will promote good weight control. However, increasing exercise to 45–60 minutes per day five days each week, combined with changes in eating behavior, will promote



significantly better weight control, according to research by Dr. John M. Jakicic, director of the Physical Activity and Weight Management Research Center at the University of Pittsburgh.

Working out doesn't have to be a chore, and you don't have to go to a gym. The key is to find enjoyable ways to get moving. Whether it's swimming, biking, walking in the park or playing with your toddlers at the playground, fitness can be fun for you and your family. Build in time for a variety of physical activities each day—and you'll look and feel better.



Thirst-Quenching Recipe Ideas

Enliven your taste buds and reduce calories by mixing and matching these recipe suggestions for a new twist on refreshing beverages.

- Water + splash of regular or low-calorie lemonade + lemon slice = refreshing flavor
- Regular or decaf coffee + splash of vanilla soymilk = creamier-flavored coffee
- Lemonade or limeade + club soda = sparkling drink and helps cut calories
- Lemonade or limeade + exotic fruit juice = a fiesta of flavored-drink possibilities
- Hot chocolate + drop of flavored milk or soymilk = a personalized hot chocolate
- 100% juice + water = helps reduce calories
- Juice + yogurt = nourishing, drinkable shake
- Unsweetened iced tea + fruit juice = unlimited varieties of juice-flavored tea
- Light orange juice beverage + 2 Tbs. wheat germ = breakfast jump start

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Asked & Answered

Q: What are electrolytes and why do I need them?

A: Electrolytes are nutrients, such as potassium, sodium and chloride, that are important for maintaining the body's fluid balance. Since electrolytes are lost through sweat, whether working in the garden on a hot day or riding a bike, you can replace them through food, such as fruits and vegetables, or by drinking a variety of beverages such as juices and sports drinks.

Q: What's the difference between a juice drink, a juice cocktail and a juice beverage?

A: These terms may be used interchangeably and refer to any juice beverage containing less than 100% juice. To be certain of the percentage of juice, check the label, because the juice content must be listed.

Q: Does my body use high-fructose corn syrup, found in some beverages, differently than it does table sugar?

A: High-fructose corn syrup and table sugar (sucrose) are very similar in their composition; both are basically made up of glucose and fructose. The name "high-fructose corn syrup" is a bit of a misnomer, because people think it contains lots more fructose than sugar, and that is not true. Basically, these two sweeteners have the same calorie content and are metabolized and utilized by the body in the same way.

Things Go Better With...

Soft drinks, juices or lemonade can be used to create delicious dishes with memorable flavors. Try these cooking tips from The Culinary Institute of America®:

- To intensify the flavor of a soft drink or juice, reduce it by simmering over high heat.
- Create a tasty treat by replacing sugar in a recipe with reduced fruit juice.
- For the perfect blend of sweetness and acidity, marinate meat, poultry or fish in a cola-based marinade. Or add reduced fruit juice or soft drinks to a sauce or glaze for extra zest.

For recipes created by The Culinary Institute of America®, go to www.secretingredientrecipes.com.