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# FRESH VS PACKAGED JUICE

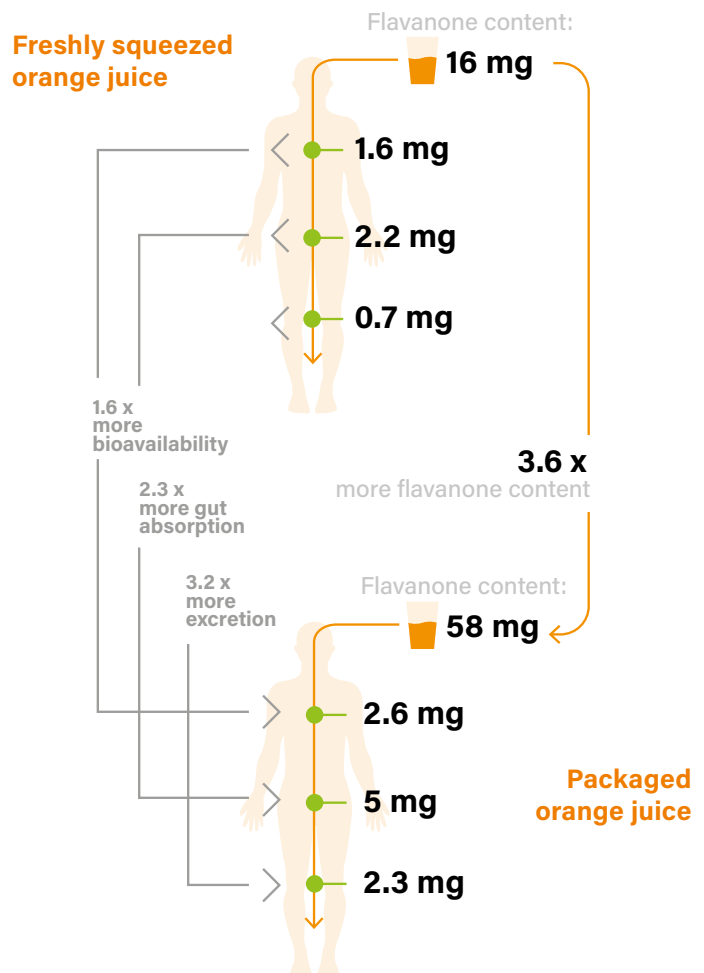
## PACKAGED JUICE OR FRESHLY SQUEEZED: WHICH IS BEST?

It's a common misconception that freshly squeezed juice must be healthier than the commercially produced, pre-packaged 100% fruit juice. On the face of it, this seems like a logical conclusion to come to; after all, pre-packaged juice often contains lower levels of vitamins, so many patients assume that it is less nutritionally beneficial than fresh juice.

But many don't know that vitamins are only part of the picture. In fact, there is evidence that packaged orange juice performs as well as – if not better than – freshly squeezed orange juice when it comes to the absorption and metabolism of flavanones.

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In a randomised crossover trial\*, researchers found:



**Research\* shows that gut absorption and urinary excretion is significantly higher following consumption of packaged 100% orange juice. Overall, this resulted in an increased 1.6-times bioavailability.**

\* Silveira JQ et al. (2014): Pharmacokinetics of flavanone glycosides after ingestion of single doses of fresh-squeezed orange juice versus commercially processed orange juice in healthy humans. J Agric Food Chem 62: 12576-84

Disclaimer: Every effort has been made to ensure that the information contained in this document is reliable and has been verified. The information is intended for health care professionals to deliver to their patients and clients, and does not constitute dietary advice in itself.

