

THE WELLness BEVERAGE GUIDE™



LOOK INSIDE:

- Lowdown on Sweeteners
- Hitting the Sweet Spot
- Keeping Weight Off
- Expert Q&A

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HEALTH AND NUTRITION NEWS FOR YOU AND YOUR FAMILY



WELCOME

As the chair of the 2005 Dietary Guidelines Committee, I recognize it's difficult to do all the right things to promote good health, but science tells us that making small changes on a consistent basis can have a big impact. Because it takes a lot of calories to meet basic nutrient requirements, we each need to make the most of our food and beverage choices. And to maintain healthy weight, it's essential that we balance our calorie intake with calories burned. The only way to increase room for additional calories is to be more physically active. This newsletter is designed to break down new information into manageable, bite-size actions that will help ensure your healthful lifestyle is enjoyable and sustainable.

— Janet King, Ph.D., R.D., Chairwoman, 2005 Dietary Guidelines Advisory Committee, Senior Scientist, Children's Hospital Oakland Research Institute, and Professor of Nutrition, University of California, Berkeley and Davis.

Are You Focused On Weight Management? New Dietary Guidelines Can Help

Eating right and being physically active aren't just a short-term diet or weekly aerobics class, but keys to a healthy lifestyle. And the federal government's newly released 2005 Dietary Guidelines focus on three major points to help you achieve a healthy lifestyle:

- Make smart choices from every food group.
- Find your balance between food and physical activity.
- Get the most nutrition out of your calories.

Here's a snapshot of what the scientifically based guidelines advise.

Make smart choices from every food group. Eat a variety of nutrient-packed foods every day and stay within your daily calorie needs. Emphasize fruits, vegetables, whole



grains, and fat-free or low-fat milk and milk products. Watch portion sizes wherever you are—at the grocery store, at work, in your favorite restaurant, or running errands. And mix up your food choices within each food group. For example, eat a variety of fruits and vegetables—think variety in color, such as oranges, strawberries, and blueberries or broccoli, sweet potatoes, and squash.

Find your balance between food and physical activity. Becoming healthier isn't just about eating right—it's also about physical activity. Be physically active at least 30 minutes most days of the week, and increase the intensity or amount of time you're active if you want to manage your weight. Children and teens should be physically active for at least one hour every day, or most every day.

Get the most nutrition out of your calories. Daily calorie needs vary from one person to another, depending on age, activity level, gender, or whether you're trying to gain, maintain or lose weight. You could use up the entire allotment on a few high-calorie items, but chances are you won't take in the nutrients you need. So instead, choose the most nutritionally rich foods you can from each food group.

BEV SAYS



• Looking for a light, refreshing and nutritious beverage? Mix equal amounts of low-calorie lemonade and orange juice, garnish with an orange slice.

• Enjoy a low-calorie version of an old-fashioned ice cream float. Top a glass of chilled Diet Coke® with a scoop of low-fat vanilla ice cream.

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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.

4 EASY STEPS TO FITNESS

By John Jakicic, PhD, Director, Physical Activity and Weight Management Research Center, University of Pittsburgh, Pittsburgh, and Advisor to the Beverage Institute for Health & Wellness, The Coca-Cola Company

Never before has physical activity been so central to the federal government's Dietary Guidelines than in the 2005 version, released earlier this year. The newly revised Guidelines advise adults to participate in at least 30 minutes of moderately intense physical activity (activity similar to brisk walking) daily to improve



health and to reduce the risk of chronic diseases such as heart disease, diabetes, and cancer, among others. But individuals who want to manage body weight and prevent gradual weight gain should be physically active 60 to 90 minutes most days of the week while not exceeding caloric intake requirements, say the Guidelines.

Despite the scientific evidence promoting exercise, it boils down to fitting that much physical activity into already busy lifestyles. As an exercise physiologist, who conducts research exploring the impact of physical activity on health, including weight management, I advise these simple steps toward building sufficient levels of physical activity into your lifestyles to improve health and manage body weight:

1 Progressively add at least 30 minutes per day of moderate intensity physical activity to your lifestyle. If you are currently not engaging in this level of purposeful activity in your leisure time, then gradually progress to this level by adding activity in periods of at least 10 minutes per day until you achieve this goal.

2 Keep track how this amount of physical activity, along with healthy eating behaviors which are also recommended, affect your body weight. If you are maintaining your weight or have lost weight, then this may be a sufficient amount of physical activity. If you continue to gain weight or you fail to lose weight, then you probably need to engage in a greater amount of physical activity. This may mean that you need to progress closer to 60 to 90 minutes of daily activity.

3 If you need to progress to 60 to 90 minutes of physical activity per day to control your body weight, remember that you do not have to achieve this all at one time. Fitting in multiple periods of activity at least 10 minutes in duration may be a more manageable way to reach at least 60 minutes of physical activity per day.

4 Remember that physical activity does not give you the liberty to eat as much as you want with no control. Rather, keep in mind that for every 100 calories you eat, you will need to exercise for approximately 15 to 20 minutes (or walking 1 mile) to burn that same 100 calories.



MAKING SMART CHOICES ABOUT SWEETS

The Lowdown on Low-cal Sweeteners and Beverages

“We are all trying to manage our weight. My patients often forget that beverages play a very important part of your success in managing your body weight. Lower and no-calorie beverages are a good way to conveniently lower calorie intake without feeling deprived. A balanced diet, including portion control, beverage awareness, and exercise are the best ways to help you keep a healthy body and healthy weight.”

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

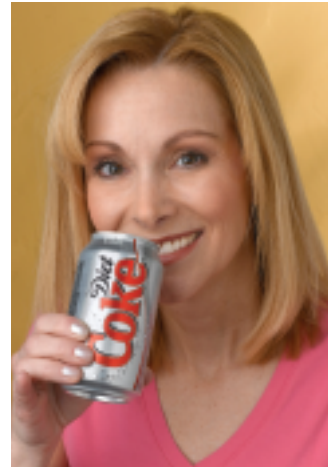
In 2004, the American Dietetic Association concluded that low-calorie sugar alternatives can help make your diet healthier by improving the flavor of foods and beverages that are low in calories. They can also improve the taste of nutritious foods and beverages that might otherwise be consumed in lesser amounts.

In addition to concluding that low-calorie sweeteners can help reduce calorie intake, the ADA stated that “nonnutritive sweeteners have potential to promote weight loss in overweight and obese individuals...Replacing intake of added sugars with nonnutritive sweeteners could result in a deficit of 380 calories per day or 1 pound of weight loss in 9 to 10 days, if intake was 95g (24tsp) daily. The energy [i.e., calorie] savings could be substantial for those individuals who consume higher levels of total energy [i.e., calories] from added sugars.”

Reducing calories as part of an overall diet and exercise plan is a great reason to look for light, low-calorie and no-calorie versions of your favorite foods and beverages.

All low-cal and no-cal sweeteners found in American foods and beverages have been extensively tested and approved as safe by the Food and Drug Administration. And that means they are

safe for consumption by adults and kids, alike. Not only are non-caloric and low-calorie sweeteners safe for children, but says Steve Abrams, M.D., Professor of Pediatrics, Baylor College of Medicine, Houston, “As a pediatrician, I consider the use of non-nutritive sweeteners to be a way that children can help control their calorie intake and maintain a healthy body weight.” Let your children enjoy a variety of beverages, and be confident that the low-cal versions are safe for them.



HITTING THE SWEET SPOT IN A HEALTHY LIFESTYLE

If you love sweet treats, it's only natural. We're biologically primed to prefer such foods and beverages. Babies are born liking the taste of their mother's milk, and gravitate towards other sweet flavors as they grow. And that's healthy, since foods and beverages that are naturally sweet, such as fruit or its juice, often contain essential nutrients, including vitamins and glucose, the fuel that powers our body cells and gives us a quick energy boost.

The trouble is most of us consume too many calories, as evidenced by the rising rates of overweight and obesity in the United States. So what's the right solution?

The good news is that you don't have to swear off sweets completely.

That doesn't work, experts report, because tasty temptations are hard to resist. Our favorite treats enhance the pleasure of parties, weddings, and other

social celebrations, as well enlivening everyday meals or snacks. “Fad diets or dietary advice based on demonizing any one food, including sweetness and sugar, are diet plans that are doomed to fail,” says Dr. Foreyt, a leading obesity expert.

The new Dietary Guidelines recommend making small decreases in food and beverage calories and increasing physical activity. Think twice about second helpings, and consider reaching for a low-cal beverage to satisfy your urge for something indulgent, sweet or a treat.



Choice from *The Coca-Cola Company*

Why Can't I Lose Weight?

Did you know that approximately three-fourths of adult women are actively trying to manage their weight? About half are trying to lose weight and another 25% are trying to maintain their current weight. With so many women trying to lose weight right now, it's probably not a surprise to most of us just how difficult it is to lose and maintain weight.

Can anyone really succeed? The National Weight Control Registry (NWCR) provides some answers on what it takes to achieve long-term weight loss. The NWCR is a database of information on nearly 3,000 individuals 18 and over who have successfully lost 30 or more pounds and kept it off for at least one year.

The NWCR database points to several habits of those who have been successful in their weight loss. Based on these learnings, here are five ways that may help you achieve long-term weight loss success:

1. Eat a diet low in fat, on the lower end of the current dietary guideline of 20-35%. Successful dieters averaged 24% of calories daily from fat.
2. Monitor your weight frequently, potentially more frequently than the once a week suggested by some weight loss regimens. Nearly half of successful dieters weighed themselves once a day.

Wearing a pedometer or step counter is an easy way to track your level of physical activity. You should aim for at least 10,000 steps a day. If you're below that level, set a goal of increasing your daily steps by 500 for a week, then add another 500 for a week, to gradually achieve your goal.

3. Participate in high levels of regular physical activity. Over three quarters of successful dieters walked, while only 11% ran. It's the frequency and duration of physical activity that count more than the intensity. On average, successful dieters exercise daily for one hour.

4. Eat a healthy breakfast. Nearly 80% of successful dieters regularly eat breakfast daily.

5. Monitor your food choices frequently, both what foods you're eating and the amount you consume. Successful dieters eat an average of 1,381 calories per day and tend to eliminate or limit consumption of fried foods, and substitute low-fat foods for high-fat foods.

If all this sounds hard, there is a silver lining. If you successfully lose weight and keep it off for at least two years, your chances for long-term successful weight maintenance are greatly increased.

For more information on successful dieting, or to register, call The National Weight Control Registry at 1-800-606-NWCR, or go to www.nwcr.ws.

If you eat 100 more food calories a day than you burn, you'll gain about one pound a month. To lose weight it's important to reduce calories AND increase physical activity.

Asked & Answered

Q: Are not-from-concentrate juices better for you than juices from concentrate?

A: No, both taste great and are equally nutritious. Not-from-concentrate and from-concentrate are both excellent sources of vitamin C and good sources of folate, potassium and thiamin.

From Five to Nine in Just One Day

Scientific Consensus to Eat More Fruits and Vegetables

If you thought you were doing well by achieving five-a-day in fruit and vegetable servings, get ready to peel another banana. The newly released Dietary Guidelines now advise nine ½ cup servings of fruits and vegetables a day! National surveys show that most Americans don't consume enough fruits and vegetables. You can include fruit or vegetable juice as one of your nine daily servings, with the rest coming from fruits and vegetables themselves.



The benefits of fruit and vegetable consumption vary, but research has shown that adequate intake of fruit and vegetables can help reduce the risk of type 2 diabetes, certain cancers and chronic diseases such as stroke and other cardiovascular diseases.

Like the fruits and vegetables they're made from, many juices are natural sources of vitamin C, folic acid, and potassium. And some juices and juice drinks are fortified with other vital nutrients, such as bone-building calcium and vitamin D. If calories are a concern, you might consider a fortified light orange juice beverage, such as Minute Maid® Premium Light Orange Juice Beverage, which has nearly the same nutrient content as regular full-calorie orange juice.

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