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AB Sugar's response to recent research into children's fruit juices

Fruit juices and smoothies typically provide the same quantity and type of sugars as you would find in an equivalent amount of fruit. They will also typically contain the same vitamins and minerals found in the fruit from which they are prepared.

The body breaks down sugar in exactly the same way irrespective of where it comes from. For example, sucrose in an apple is broken down in exactly the same way as the sucrose in your sugar bowl.

We fully support, however, the reformulation of products where it results in a reduction in total calories. As such, it is important to consider total calories rather than focus on a single ingredient when exploring solutions to tackle obesity. We also recognise the need to educate everyone from an early age to help them understand what constitutes a healthy balanced diet.

Dr Julian Cooper, Head of Food Science, AB Sugar