

Key Information About FRUIT DRINKS

What Are Fruit Drinks?

Fruit-flavored drinks that contain **added sugar** and/or **non-caloric sweeteners*** ¹

*Examples of non-caloric sweeteners: stevia, Splenda, sucralose, aspartame, and Truvia ¹



Did You Know?

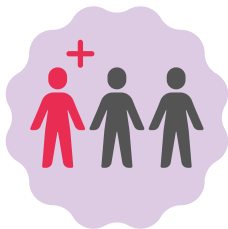


Experts **do not recommend** drinks with added sugar or sweeteners, like fruit drinks, for children age 5 or younger. ²

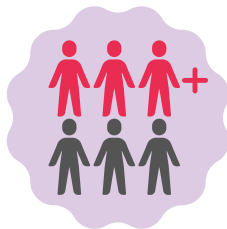


Drinks with added sugar can contribute to overweight, obesity, dental cavities, and risk for type II diabetes. ³

Despite these recommendations...



More than 1 in 3 children between ages 2 to almost 4 years old consume fruit drinks on a given day. ⁴



More than half of 5 year old children consume fruit drinks on a given day. ⁵



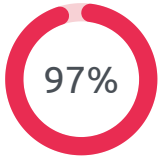
In young children, fruit drinks are the most common beverage with added sweetener. ^{4,5}

Researchers at the University of North Carolina at Chapel Hill studied nutrition-related claims* on fruit drinks

*Nutrition-related claims - marketing elements on a package, defined by the researchers as: Statements about the nutritional content or ingredients of a product, health claims, or messages about overall product healthfulness.¹



Research Showed:



97% of fruit drinks purchased had at **least one claim** and, on average, 3.6 claims per drink package.¹



1 in 3 fruit drinks with fruit imagery on their packaging do not even contain the type of fruit displayed.⁶



Nutrition-related claims on fruit drinks were **more likely** to make parents believe the fruit drink did not have added sugar (it did!) and it was 100% fruit juice (it wasn't!).⁶

Viewing a nutrition-related claim on a fruit drink **significantly increased parents' likelihood of choosing a fruit drink** for their child rather than 100% juice, a healthier alternative.⁶



Daily drink recommendations for young children

Figure Adapted From Healthy Eating Research Consensus Statement²

6-12 months




0.5-1 cups plain water


0-6 months: Plain water not needed, plain milk and 100% juice not recommended

1-2 years



1-4 cups plain water


2-3 cups plain, whole milk 


 ≤0.5 cups 100% juice

2-3 years



1-4 cups plain water


≤2 cups plain, skim or low-fat milk 


 ≤0.5 cups 100% juice

4-5 years



1.5-5 cups plain water

≤2.5 cups plain, skim or low-fat milk 

 ≤0.5-0.75 cups 100% juice

1. Duffy EW, Hall MG, Dillman Carpentier FR, Masicos AA, Meyer ML, Rimm E, Tallie LS. (2021). Nutrition claims on fruit drinks are inconsistent indicators of nutritional profile: A content analysis of

fruit drinks purchased by households with young children. *Journal of the Academy of Nutrition and Dietetics*, 121(1), 35-46.e4. doi:10.1016/j.jand.2020.08.009

3. Bleich SN, Vercammen KA. (2019). The negative impact of sugar-sweetened beverages on children's health: an update of the literature. *BMC Obesity*, 5, 6. doi:10.1186/s40608-017-0178-9

4. Kay MC, Weiker EB, Jacques EF, Story MT. (2018). Beverage Consumption Patterns Among Infants and Young Children (0-47.3 Months): Data From the Feeding Infants and Toddlers Study, 2016.

Nutrients, 10(7). doi:10.3390/nu10070825

5. Fulgoni VL, Quam EE. (2012). National trends in beverage consumption in children from birth to 5 years: Analysis of NHANES across three decades. *Nutrition Journal*, 11, 92. doi:10.1186/1475-2875-11-92

6. Hall MG, Lazard AJ, Higgins ICA, Bittstein JL, Duffy EW, Greenthal E, Sorscher S, Tallie LS. (2022). Nutrition-related claims lead parents to choose less healthy drinks for young children: a randomized

trial in a virtual convenience store. *American Journal of Clinical Nutrition*, nqac008. doi:10.1093/ajcn/nqac008.