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FACT SHEET

The truth about fruit juice and sugar

Fruit juice often gets a bad rap for its sugar content. Let's look more closely at the facts.

When compared on a 100g basis, fruit juice and fruit have similar amounts of sugar and many of the same healthy nutrients as well.

The Australian Dietary Guidelines support fruit juice within a healthy and varied diet that incorporates a physically active lifestyle.

It's about moderation, portion control and understanding your energy needs.

Of course, overconsumption of any food or beverage can contribute to weight gain so Fruit Juice Australia (FJA) suggests a small glass (125 ml) of juice a day is a sensible amount to include in a balanced diet.

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<http://www.facebook.com/pages/Get-the-Juice-with-Fruit-Juice-Australia/418308024867275>

Did you know?

Fruit juice and whole fruit are very similar in both total energy and sugars. A 125ml glass of 100% juice has comparable sugar content as a serve of fruit. This is within the serve recommendations of the government's Australian Guide to Healthy Eating.

The proportion of children meeting guidelines for fruit and vegetable intake declines with age³.

Remember, check the 'nutrition and information' label to find out exactly what's in the fruit juice that you're drinking. Make a smart trolley choice.

Truths about juice and sugar:

It's true that juice contains natural sugar (as does real fruit), but a glass of 100% juice counts as a fruit serve and delivers many of the same vitamins, minerals and antioxidants as a fruit serve.

The sugar in fruit - fructose - is natural and has a low Glycemic Index (GI) so it releases its energy slowly into the body.

The sugar in 100% fruit juice comes from the whole fruit and is not artificially sweetened.

Truths about weight gain:

The vast body of evidence currently favours no link between fruit juice and weight gain¹.

When juice is consumed by children, their diet is significantly lower in total fat, saturated fat, protein and caffeine².

Children and juice

- Without juice, 99% of Australian children aged 14-16 and 50% of 9-13 year olds do not get the recommended daily serves of fruit.
- When consumed, fruit provided 23% of total sugars and fruit juice 19% to children.⁴



Nutritionist & Health Scientist
Kristen Beck



As a mum of three young children, I'm a realist. I think we need balance in the juice debate.

It's often forgotten that 100% fruit juice can provide you with a lot of goodness, as part of a healthy, balanced diet.

Overconsumption is the issue here. It's about understanding your own energy needs – which differ for everybody.

