

Every day is an O.J. day, but . . .

## All types of orange juice are not created equal

It's that time of year dreaded by children and eagerly awaited by parents — Back to School. The time when hearty nutritious breakfasts, box lunches and after-school snacking work their way back into our lives, becoming more important than ever.

No doubt you include juice in your breakfast menus but, when you're packing lunches for school . . . or work . . . this year, think about the refreshing, appealing flavor of juice.

Handy individual serving-size bottles, cartons and plastic containers of pure orange juice make it easy to pack in lunches or grab-on-the-run.

Orange juice makes sense as the "any-time-of-day" snack — it's completely natural, it's refreshing and thirst quenching, provides a quick energy lift and, at the same time, is an excellent source of Vitamin C and potassium. And,

there are only 55 calories in four ounces of orange juice.

**All orange juice is not created equal**

Although there may not be a refrigerator anywhere that doesn't have O.J. on the shelf — more than one billion gallons of processed orange juice are sold each year — very few consumers are aware of the difference among the types available.

All orange juice is not created equal, so to know the difference is to ensure that you'll always be drinking the best tasting, freshest orange juice that money can buy.

When shopping, you can choose from as many as five basic types of orange juice, to say nothing of the number of brands and package sizes. Choices range from fresh — the kind you squeeze yourself — to four kinds of processed orange juice.

These include: pure pas-

teurized, orange juice from concentrate, canned orange juice and frozen concentrated orange juice. Three of these are ready-to-serve and the fourth (frozen concentrate) requires the addition of water before serving.

Selection of one type over another is based on several factors, including price, convenience and perceived taste differences.

While most people perceive fresh-squeezed orange juice to be best, it's also expensive, time-consuming and available only seasonally. And the quality of the juice will depend greatly on the quality of oranges available in the market.

For consumers who love fresh-squeezed orange juice but don't want to bother preparing it, some processed juices come very close and are consistent in taste and quality year-round.

The most convenient type by far is ready-to-serve "chilled" juice from cartons or bottles. You'll find it in the dairy case or produce section of grocery stores.

Because of the convenience, and the narrowing of the price gap between it and frozen concentrate, many consumers have switched to chilled. They consider the ready-to-serve convenience of chilled juice worth more than saving a few cents buying the frozen concentrate.

Although canned orange juice also offers some convenience advantages, it represents the smallest portion of the juice market. Low scores in taste tests and higher price have made it less appealing.

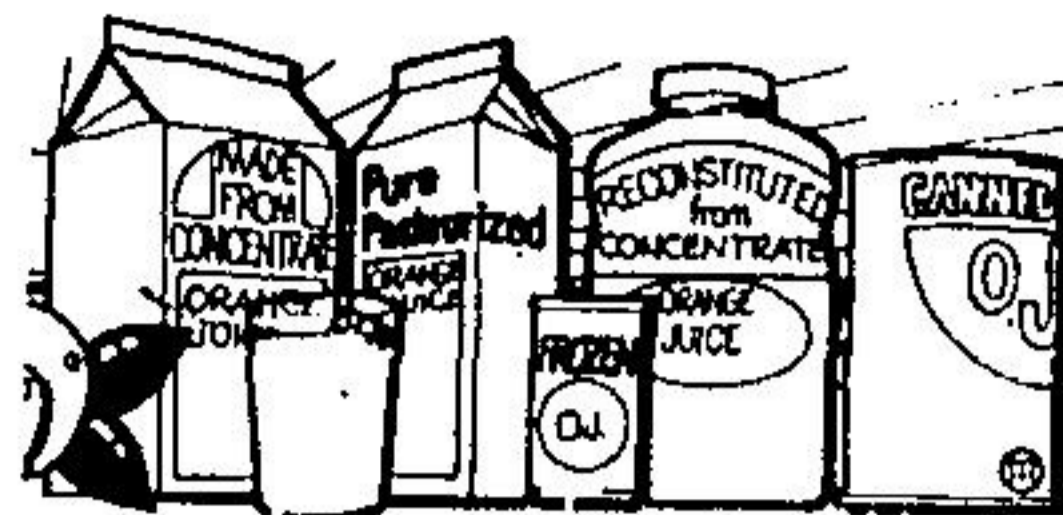
Of the two types of chilled orange juice — pure pasteurized and reconstituted — the pure pasteurized juice in cartons is as

close as you can possibly come to the taste of fresh-squeezed juice.

It is 100 percent pure juice — nothing added or removed — that has been heat stabilized. Tropicana is the only major processor that produces pure pasteurized orange juice (not from concentrate).

Chilled juice from concentrate, in glass packs or cartons, is reconstituted for you by the processor and then sterilized. The quality and taste of this juice may vary, depending on several factors, one of which is the water with which the juice is reconstituted.

Most processors ship their concentrate to regional distribution centers where it is reconstituted with local water and then packed and shipped to retail outlets. It's less expensive and easier for the processor to do this than to ship reconstituted juice; however,



**ALL ORANGE JUICE IS NOT CREATED EQUAL.** Before buying, you should know that the flavor and quality of orange juice varies by type and brand. To help consumers choose the freshest, best-tasting orange juice, the experts at Tropicana, the "number one" processor of chilled, ready-to-serve orange juice, have compiled a Buying Guide for orange juice. It explains the different product types (fresh, ready-to-serve and frozen concentrate), the variety of package sizes and the dietary and health benefits of orange juice. It will help you get the best value for your money.

it can affect the consistency of quality and taste.

Tropicana's reconstituted orange juice products are packaged under constant USDA and Florida Department of Citrus supervision, assuring you of a quality product with fresh taste.

Frozen concentrate, in contrast to ready-to-serve chilled orange juice, must

first be thawed, then water added. It should be kept frozen until ready to use.

When defrosting, it's better to let the concentrate thaw gradually, ideally in the refrigerator overnight, making it slightly less convenient than chilled orange juice.

The quality of frozen concentrate depends also on the processor.

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