

Healthier Options? It's up to Gordon Brown

Yes. He collects the same amount of VAT on a £1 bottle of Cola and a 50p chocolate bar as on a £1 bottle of water/ orange juice and a 50p healthy snack bar. But he's already given owners of low carbon emission vehicles a tax incentive - now he can do the same for families and kids wanting a healthier diet. And it's not difficult - just tax healthier drinks and snacks the same as regular food i.e. at 0%, using maximum levels of salt, fat, added sugar and artificial additives as thresholds to determine whether healthy or not.

So how would **JUICE PATROL** measure up? Well it'd be right up there with the best. First, it's free of any artificial additives, save for a bit of extra Vitamin C. Second it's made from just pure spring water, fruit juices and fruit extracts so there's no need to have extra sugar added. And third, at less than 100 calories per 330ml bottle, **JUICE PATROL** has an average of 40% less calories than most other soft drinks and even 30% less than pure orange juice!

So let's see what else is NOT in **JUICE PATROL** that makes it ideal as a healthier option for kids. Well for starters, there are none of the artificial sweeteners or preservatives which concern many parents when choosing for their children. Nor are there any of the artificial colours which are still used in the UK, even though banned in many other countries. Several of these artificial food colours trace their origins back to late Victorian times when they knew very little about the side effects of these chemically manufactured additives. Now we know more, they are studiously avoided by parents with children experiencing hyperactive behaviour. In fact so "clean" is **JUICE PATROL** of any unhealthy additives that the range has received the support of the UK charity, The Hyperactive Children's Support Group.

Is there catch? Sadly yes - it's a bit dearer than other drinks targeted at kids - simply because the natural ingredients cost more than the artificial ones. But parents and schools that have made the decision to provide healthier options for children have now accepted that there's a cost side to be addressed; and by and large they reckon it's worth the money.

And lastly, does **JUICE PATROL** meet the Government's Nutritional Standards for drinks in schools? Yes - and with flying colours.

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330ml juice drinks made with pure spring water, 11% fruit juices and purees, no artificial additives* and naturally sweetened with fruit extract

FACTS

- Sweetened with fruit extract (not sugar lumps!)
- **NO** artificial sweeteners
- **NO** artificial flavourings
- **100%** natural ingredients
*except a little extra vitamin c
- **NO** preservatives
- **NO** artificial colours
- **NO** artificial stabilisers
- **9** month life
from production date