The Sweet Truth: Understanding the Differences Between 100% Juice and Sweetened Drinks

100% juice, 100% juice from concentrate, and sugar sweetened beverages are three distinct types of drinks that have different nutritional values. While all drinks can be enjoyed in moderation, it is important to understand the difference between them so you can make the right choices for you and your children.

100% juice is made with only the juice of fruits and vegetables with no added sugars.

100% juice from concentrate is also made from the juice of fresh fruits and vegetables with no added sugars. The difference is how it is processed! When you see 100% juice concentrate it means the water has been removed. To prepare this form of 100% juice at home you simply add the water back in & stir.

Sugar-sweetened fruit flavored drinks are made with added sugar or sweeteners and may not contain any fruit juice. Many fruit-flavored drinks and sodas may contain small amounts of juice but these are not the same as 100% juice and should be consumed in moderation.

100% Fruit Juice

Contains all the vitamins and minerals found in the fruit itself

No sugar added

Can be found in the refrigerated or shelf-stable juice aisles

100% Fruit Juice from Concentrate

Made by taking the water out of fresh fruit juice

Contains all the vitamins and minerals found in the fruit itself

No sugar added

Can be found in the frozen food section and has a long shelf-life

Sugar-sweetened Drinks

May or may not contain fruit juice

Less nutrients or vitamins and minerals may be added

Sugar is added

Can be found in the refrigerated section, or in the soda and shelf-stable juice aisles

Reading Labels

Look for: 100% Juice

- On front of container
- Top of Nutrition Facts label

100% JUICE

Nutrition Facts
Serv. Size 10 fl oz (296 mL)
Servings Per Container 24

Amount Per Serving	
Calories 140	Calories from Fat 0
	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 20mg	1%
Potassium 560mg	16%
Total Carbohydrate 33g	11%
Sugars 28g	
Protein 2g	
Vitamin C	100%
Calcium	2%
Thiamin	10%
Riboflavin	2%
Niacin	4%
Vitamin B6	6%
Folic Acid	15%
Magnesium	8%

Not a significant source of: dietary fiber, vitamin A and iron.

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat. Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Potassium		3,500mg	3,500mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Watch out for:

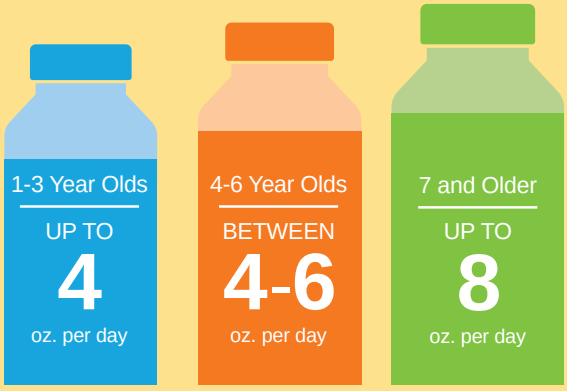
- 100% Vitamin C (not the same as 100% juice!)
- The words “fruit juice drink”
- Sugar* in the ingredients list

INGREDIENTS: FILTERED WATER, HIGH FRUCTOSE CORN SYRUP, ORANGE JUICE CONCENTRATE, CITRIC ACID, APPLE JUICE CONCENTRATE, NATURAL FLAVORS, ASCORBIC ACID (VITAMIN C), PECTIN, ACESULFAME POTASSIUM, SUCRALOSE, YELLOW 5, YELLOW 6.

* Other names for sugar: corn syrup, dextrose, high fructose corn syrup, fructose, sucrose

Portion Recommendations

Consume 100% fruit juice in pediatrician-recommended age-appropriate portions:



References:

1. Heyman MB, Abrams SA, AAP SECTION ON GASTROENTEROLOGY, HEPATOLOGY, AND NUTRITION, AAP COMMITTEE ON NUTRITION. Fruit Juice in Infants, Children, and Adolescents: Current Recommendations. Pediatrics. 2017;139(6):e20170967
2. U.S. Department of Health and Human Services and U.S. Department of Agriculture. 2020-2025 Dietary Guidelines for Americans. 9th Edition. December 2020.