

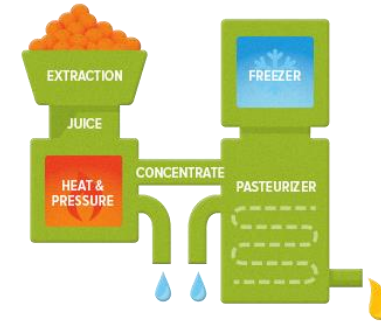


What's the difference between from-concentrate and not-from-concentrate?



NOT FROM CONCENTRATE

Often referred to in the industry as “NFC,” Not-from-Concentrate juices have been directly pressed or extracted from fruits or vegetables. NFC juices typically retain most of the fresh aromas and flavors of the fruit or vegetables. For food safety, Not-from-Concentrate juices are often pasteurized before sale to consumers.



FROM CONCENTRATE

From Concentrate Juices have been processed to remove the naturally occurring water, typically through heat and pressure. Other more gentle methods such as filtration can also be used. The resultant juice concentrates are more stable and transportable than NFC juices. The water is later added back in the correct amounts and the product pasteurized to make ready-to-drink juices.

Some juices, such as strawberry, lose some of the fresh flavors, aromas and color when concentrated. Others, such as pomegranate, are comparable to the Not-from-Concentrate juice.

Nutritional Differences

When water is added back properly to result in 100% juice, From Concentrate juices are virtually identical in nutrient content to Not From Concentrate juices. Natural variation in raw materials can affect the quality and nutrition of both NFC and From-Concentrate juices. So, the selection of fruit and vegetables is important in producing both types of juice.

Some drinks, such as juice cocktails, are made with both juices from concentrates and sweeteners like high fructose corn syrup. The nutritional profile of these products would be significantly different than 100% juice due to the added sugar.