New Research Reveals Vegetable Juice As An Easy Route to Good Health

A 2008 study conducted at the University of California-Davis found that drinking vegetable juice helps ease the burden of meeting daily nutritional requirements. Like vegetable juice, Cool Soup™ drinkable soup is another simple way to "Strive for Five."

Houston, Texas (PRWEB) November 14, 2008 -- According to a 2008 study conducted at the University of California-Davis, drinking vegetable juice helps ease the burden of meeting daily nutritional requirements. With seven out of 10 adults falling short of daily vegetable intake as recommended by US dietary guidelines, the study explored whether drinking juice could act as a substitute.

"What we found was that drinking vegetable juice seemed to address some of the key barriers to vegetable consumption such as convenience, portability and taste, so individuals were more likely to meet their daily recommendations," said Carl Keen, study author and professor of nutrition & internal medicine at UC-Davis.

A diet high in fruits and vegetables has long been associated with decreased risk for chronic diseases. And because fruits and vegetables have few calories relative to their food weight, eating them as a part of a reduced-calorie diet can be beneficial for weight management.

The study found that those who received dietary counseling and consumed vegetable juice were far more likely to meet daily vegetable recommendations, about two and a half cups (five servings), than those who received counseling alone. The findings were presented at the American Dietetic Association's annual conference in October.

Healthy nutrition on the go is the idea behind Go Appetit's Cool Soup™ - a drinkable soup line that captures the flavors of classic soups in a portable single-serve bottle. It's ready anytime and provides a satisfying meal that is calorie conscious.

"This study, coupled with a study conducted at Tufts University extolling the health benefits of gazpacho, confirmed what we suspected all along," said founder Jacqueline Gartland. "If you make food that's good for you actually taste good, then people will naturally improve the way they eat."

Go Appetit Cool Soups™ are rich in natural fruits and vegetables and high in vitamins and antioxidants. The company's two soups, Rich Vegetable Gazpacho and Creamy Mango Spice ($2.99/8 oz bottle) are shelf stable, low in calories and all natural. With just 100 calories per serving, Cool Soup's Rich Vegetable Gazpacho offers 15% of the daily recommended amount of Vitamin A, 45% of the recommended Vitamin C and 9% of the recommended potassium. With 110 calories, Creamy Mango Spice has 90% of the recommended intake of Vitamin A, 60% of Vitamin C, and 9% of potassium.

Cool Soups are an excellent alternative to high calorie smoothies and salty "heat and serve" soups. They are best served well chilled and enjoyed right out of the bottle, making them perfect for on-the-go energy and afternoon lifts, great for busy consumers of all ages. The soups do not require refrigeration before opening, but taste their best when cool. For a little added style, or for a quick and easy first course for dinner, customers can serve Go Appetit soups in a bowl and garnish with fresh herbs or croutons.
Go Appetít Cool Soups are available at select regional natural foods and grocery stores, as well as online at amazon.com and www.goappetit.com.

About the Company
Go Appetít Foods, LLC (formerly Allegretto Ventures) was created in 2004 by two entrepreneurial single mothers who wanted better tasting alternatives for eating on the go. Inspired by the foods of the Mediterranean, company founders Jacqueline Gartland and Patti Melcher dedicated themselves to bringing together the perfect balance of nutrition and flavor without added preservatives, sugar or artificial ingredients. Their mission also includes supporting the health and education of children and families around the world, which is why they have designated UNICEF as Go Appetít's corporate beneficiary.

Source: Vegetable Juice is an Effective and Acceptable Way to Meet DASH Vegetable Recommendations, Departments of Nutrition and Internal Medicine, University of California, Davis, One Shields Ave, Davis, CA 95616

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Contact Information
DEBORAH WALTON
Go Appetit
http://www.goappetit.com
510-548-1097

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