

What's in a Name?

> **Sugars** Collective term for caloric sweeteners, including the "simple sugars" fructose and glucose, and more common sweeteners often added to foods, such as sucrose (table sugar), corn sweeteners, and honey. All are carbohydrates and contain 4 calories per gram.

> **Glucose** A simple sugar found in milk sugar (lactose), table sugar (sucrose), honey, and corn sweeteners, including high fructose corn syrup. It is also the form of sugar present in blood.

> **Fructose** A simple sugar found in fruits, vegetables, table sugar (sucrose), honey, and the corn sweetener high fructose corn syrup. It is approximately twice as sweet as glucose.

> **Table Sugar (Sucrose)** Refined from sugar beets or sugar cane, sucrose consists of one molecule each of glucose and fructose that are "bound together." When digested, this bond is quickly broken, releasing "free" glucose and fructose that can be absorbed by the body.

> **Corn Sweeteners** Made from 100% corn.

- **"REGULAR" CORN SYRUP**, or glucose syrup, contains almost 100% glucose. It is much less sweet than table sugar or high fructose corn syrup because it has no fructose.

- **HIGH FRUCTOSE CORN SYRUP (HFCS)** starts out as glucose syrup, but then about half of the glucose is converted into fructose. Like table sugar, HFCS is about half fructose and half glucose, but the molecules are "free" in solution (not bound together). HFCS has the same sweetness as table sugar.

"The source of the added sugar – whether sucrose, high fructose corn syrup, honey or fruit juice concentrate – should not be of concern; rather it is the amount of total calories that is important."

–The American Dietetic Association



Balancing Act

Tips for achieving the right balance of nutrition, calories and physical activity

Did You Know?

Coca-Cola lists both the calories per serving AND per container on Coca-Cola Classic and other popular beverages. What's more, starting in 2009, all beverages sold in the U.S. will begin featuring "front-of-pack" calorie information.

> **Make Your Diet Nutrient Dense** Spend most of your daily calories on nutrient-dense, lower calorie foods, including fruits, vegetables, whole grains, lean meats and dairy.

> **Be Portion Savvy** Too many calories can come from any source.

> **Do the Math** Check food labels for both the calories per serving and number of servings per container.

> **Perfect Your Balance** Monitor your weight to be sure you're balancing the calories you consume with physical activity.

> **Keep Moving!** Regular physical activity is key to overall good health and to balancing your calorie intake.

> **Mix Up Your Hydration Options** Water, sweetened carbonated and non-carbonated beverages, sports drinks, low- and zero-calorie beverages, teas, and coffees can all help meet your hydration needs.

"A calorie is a calorie... It's the energy balance that's important."

– Steven N. Blair, PED, University of South Carolina

For more information on...

Living an active, healthy lifestyle

Check out LivePositively.com for Calorie, Hydration and Activity Calculators and to join us in our commitment to make a positive difference in the world by rethinking the way we live and work.

Eating right for a healthy weight

Visit www.mypyramid.gov for a personalized eating plan that includes the amount of each food group you need each day. If you have special needs, talk with your healthcare provider or visit www.eatright.org to find a registered dietician near you who can customize an eating plan for you.

Sweeteners

For more information about sweeteners, visit our Beverage Institute for Health & Wellness at www.thebeverageinstitute.org.

Additional Resources

> International Food Information Council www.ific.org
> The Calorie Control Council www.caloriecontrol.org
> Corn Refiners Association www.sweetsurprise.com

Useful Info

1 g. carbohydrate = 4 calories	1 teaspoon of sugar = 16 calories
1 g. fat = 9 calories	1 teaspoon of salad oil = 40 calories
1 g. protein = 4 calories	1 large egg white = 16 calories
1 g. alcohol = 7 calories	1 oz. red wine = ~25 calories



Hitting the Sweet Spot

In an Active, Healthy Lifestyle

LIVE POSITIVELY 

Hitting the Sweet Spot In an Active, Healthy Lifestyle

If you love sweet treats, it's only natural. We're biologically primed to prefer sweet tastes. For many of us, enjoying our favorite foods and beverages adds to the excitement and fun of parties, weddings, and other celebrations and even improves the pleasure of everyday meals or snacks. The trouble is that most of us consume too many calories from all foods and beverages, including those that are sweetened, and exercise too little. So, what's the right solution?

The good news is that you don't have to swear off sweets completely. In fact, leading obesity experts say cutting out your favorite foods from your diet doesn't work as a long-term strategy.

Your favorite foods and beverages, even those that are higher in calories, can fit into a sensible, balanced diet as long as you watch portion sizes, meet your nutritional requirements and balance your calorie intake with regular physical activity. In fact, the American Dietetic Association points out that total diet and overall pattern of food eaten, rather than any one food or meal, are most important. In moderation, all of your favorite foods and beverages can be part of a sensible, balanced diet.

"Fad diets or dietary advice based on demonizing any one food, including sweetness and sugar, are diet plans that are doomed to fail."

— Dr. John Foreyt, Baylor College of Medicine



Sweet Comparisons

Today, Americans consume about the same amount of high fructose corn syrup (HFCS) as table sugar. However, recently people have begun to wonder if sugar is better for you. The answer is simple: no. In fact, your body recognizes HFCS and table sugar as essentially the same, once digested, because their make-up is so similar.

Here are some sweet facts about how this common – and commonly misunderstood – ingredient stacks up against table sugar:

> **Both are Safe** The Food and Drug Administration recognizes both sugar and HFCS as safe ingredients for use in foods and beverages.

> **Both are About Half Fructose and Half Glucose**

"The name 'high fructose corn syrup' is a bit misleading. It was named 'high' fructose because other forms of corn syrup available in the 1960s contained no fructose at all. In fact, the composition of HFCS is not that different from common table sugar (sucrose). Both are about half fructose and half glucose and are similarly sweet."

— Dr. G. Harvey Anderson, University of Toronto

> **Both have the Same Number of Calories** HFCS and table sugar each have 4 calories per gram or 16 calories per teaspoon.

> **Both are Handled by the Body in Exactly the Same Way** The body can't tell whether the glucose and fructose it absorbs comes from sucrose, HFCS or other sources.

> **Neither is More Likely to Cause Weight Gain** The American Medical Association recently confirmed that HFCS is no more likely to contribute to weight gain than table sugar or other sweeteners – but also recommends that consumers follow U.S. Dietary Guidelines for limiting added sugars in the diet from all sources.

> **Both are Equally Sweet** HFCS and table sugar have nearly the same proportion of fructose and glucose, which makes their sweetness nearly identical, too.

> **Both are Consumed in Equal Amounts** According to the USDA, 44% of the added sugar in the American diet is table sugar, while 42% is high fructose corn syrup.



Sweet Moderation

Sweeteners, including HFCS and Table Sugar, can Fit into an Active, Healthy Lifestyle

The American Dietetic Association says consumers can safely enjoy caloric sweeteners (including table sugar and corn sweeteners like HFCS) in moderation as part of an overall balanced diet that meets government recommendations, including giving priority to nutrient-rich foods and balancing energy intake with physical activity, as well as their personal health goals.

Five Fast Ways to Burn 100 Calories*

Speed Walking 13 minutes	Kickboxing 12 minutes
Bike Riding 21 minutes	Raking Leaves 17 minutes
Vacuuming 24 minutes	*based on a 150-pound person

Need more ideas?
Check out the Calories Burned Calculator on LivePositively.com

A Variety of Products for a Variety of Tastes*



The Coca-Cola Company offers a wide variety of regular, low- and no-calorie beverages, as well as portion sizes, to meet your needs.

75 - 100 Calories per 8-ounce serving



50 - 75 Calories per 8-ounce serving



10 Calories or Less per 8-ounce serving



*Representative Products