



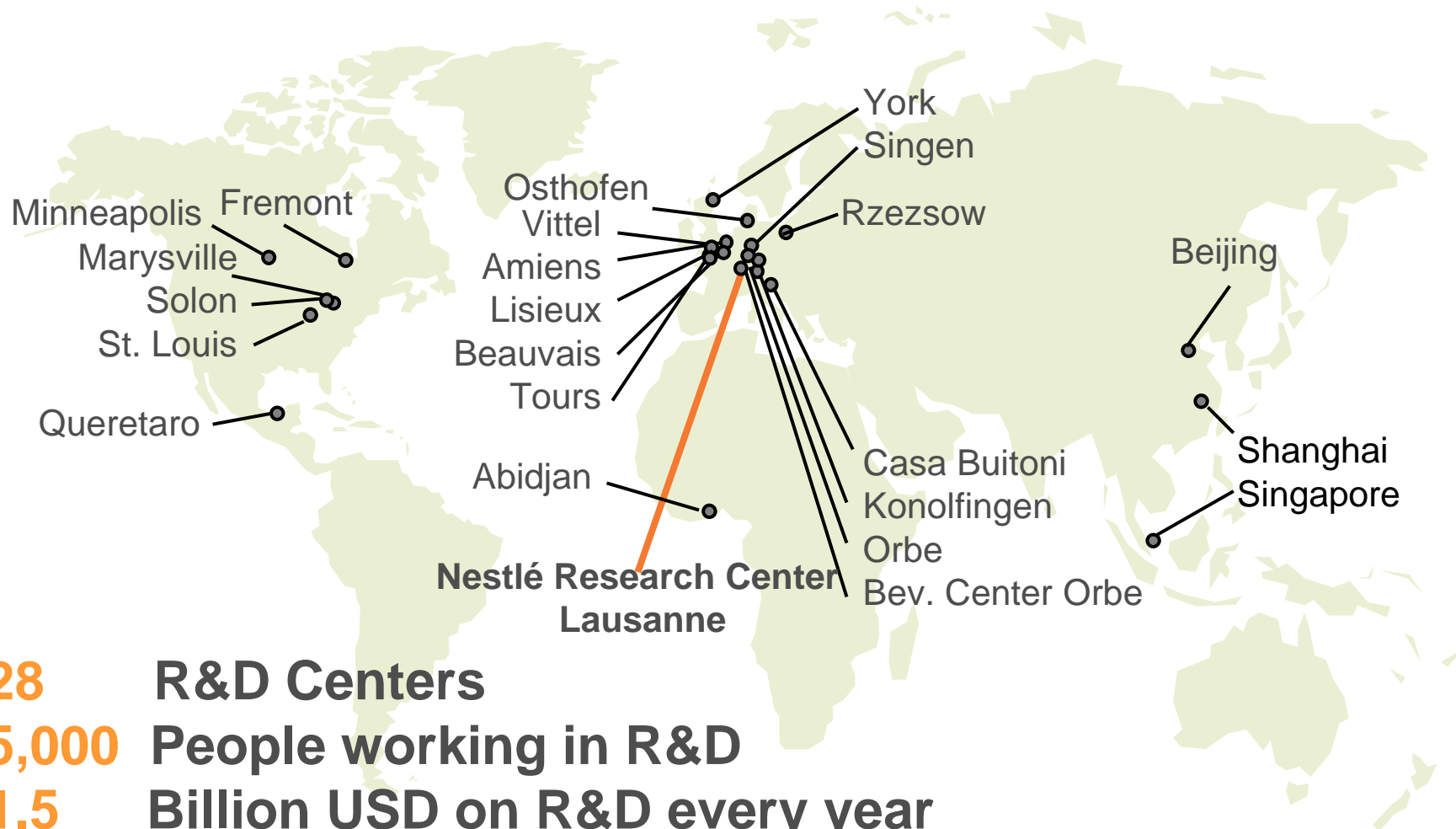
Good Food, Good Life

***“Nestlé Initiative for
Nutrition Labelling: The
NUTRITIONAL COMPASS®”***

Karine Antoniadou Turk – February 24, 2010



Science based Nutrition: Our Research & Development Global Network



Science based Nutrition: The Nestlé Research Center

Four areas of research activity

- **Nutrition**
 - Develop & connect to new nutrition science
- **Quality & Safety**
 - Validation & implementation of quality tools worldwide
- **Food Science & Technology**
 - Ingredient behaviour during processing
 - Develop healthy and balanced food
- **Sensory & Consumer Preference**
 - Develop new methods for sensory evaluation



Science based Nutrition Research: Research areas of focus



Health Benefits:

- Protection
- Growth & Development
- Digestive comfort
- Weight management
- Performance
- Healthy ageing
- Skin Health & Beauty

Research & Development

Science based Nutrition research: Bringing continuous improvement in Nutrition.

1. *Rigorous methodology is applied by our Nutrition experts to evaluate **nutrition quality and profile**: Nestlé Nutritional Foundation® profiling system.*
2. *Recommendations are developed based on latest **nutrition legislations**, international and Nestlé **policies***
3. *Product **reformulation/ renovation** with nutrition improvements: **7252** products renovated in 2009*

Science based Nutrition policies: Expertise from the Nestlé Nutrition Council.

Food & Nutrition policies/ guidance

- Food Fortification
- Trans Fatty Acids
- Salt
- Sugar
- Saturated Fat
- Whole Grain
- Glycemic Index

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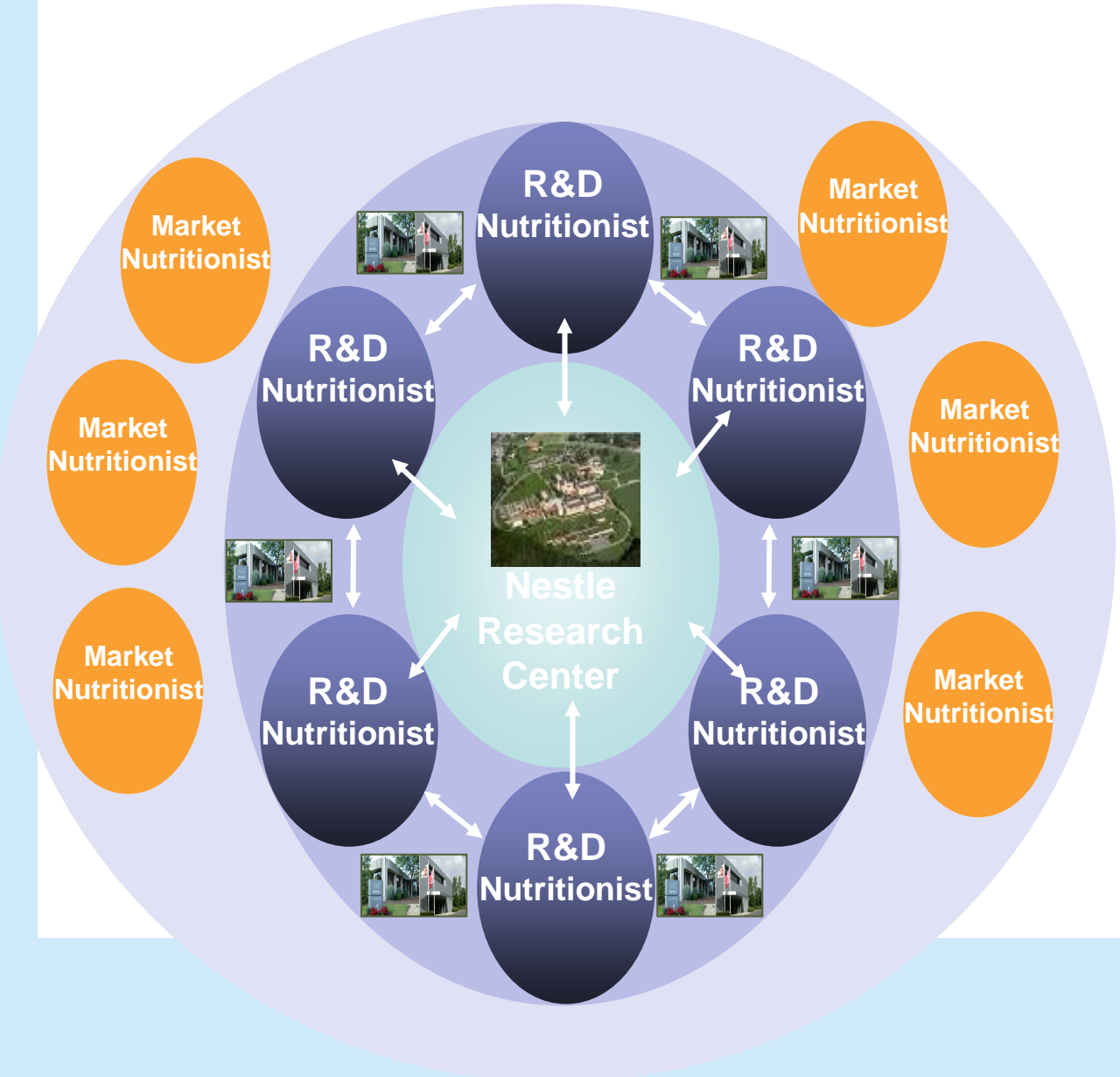
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Good Food, Good Life

Science based Nutrition : Disseminate Nutrition Knowledge through Nutritionist Network



Dedicated Nutritionists in R&D centers, Product Technology centers, and countries.

Science based Nutrition :
Is translated into nutrition communication to help consumers make informed choices about their diet and healthy lifestyle




Nutritional Compass®: helping consumers make informed nutrition choices

IT'S GOOD TO KNOW

NUTRITION INFORMATION	Per 100 g	Per container
Energy	52 kcal 223 kJ	65 kcal 279 kJ
Protein	4.3 g	5.4 g
Carbohydrate of which sugars	7.8 g 7.3 g	9.8 g 9.2 g
Fat of which saturates	Trace	Trace
Fibre	0.2 g	0.3 g
Sodium	0.08 g	0.09 g
Calcium	138 mg	173 mg

SINCE 1866



As you may know, many people consume too much fat and sugar for their diets to be well balanced.

Good to remember
CHOOSING LIGHTER OPTIONS LIKE THIS SVELTESSE YOGURT CAN HELP YOU TO ACHIEVE A HEALTHY FAT AND SUGAR INTAKE.

One delicious container of this Sveltesse yoghurt provides 21.6% of the Recommended Daily Allowance for calcium.

Good to know
CALCIUM IS IMPORTANT FOR HEALTHY BONES.

Good to talk
00800 XXX XXX
www.nestle.country
NESTLÉ CONSUMER SERVICES

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Nutritional Compass®: As per regulations and local needs

من الخيران نعلم
IT'S GOOD TO KNOW

NUTRITION INFORMATION	معدل لكل 100g Average Per 100g	معدل لكل عبوة Average Per Container	المعلومات الغذائية
Energy (kcal)	52	65	طاقة (كيلوكالوري)
Protein (g)	4.3	5.4	بروتين (غ)
Carbohydrate of which sugars	7.8 7.3	9.8 9.2	كربوهيدرات منها سكر
Fat of which saturates	Trace	Trace	دهن منها دهن مشبع
Fibre (g)	0.2	0.3	ألياف غذائية (غ)
Sodium (g)	0.08	0.09	صوديوم (غ)
Calcium (mg)	135	173	كالمسيوم (مغم)

خير نصيحة

قد تستهلك كمية كبيرة من الدهون والسكريات مما يؤثر على توازن النظام الغذائي. الخيار الأمثل لك هذا اللبن يستفيد في الحفاظ على نظام صحي معتدل بالدهون والسكريات.

Good to remember

As you may know, many people consume too much fat and sugar for their diets to be well balanced. CHOOSING LIGHTER OPTIONS LIKE THIS SVELTESSE YOGURT CAN HELP YOU TO ACHIEVE A HEALTHY FAT AND SUGAR INTAKE.

خير معلومة

عبوة واحدة من هذا اللبن الشهي تمسك 21.6% من كمية الكالمسيوم الموصى بها يوميا. الكالمسيوم ضروري لعظام صحية وقوية.

Good to know

One delicious container of this Sveltesse yogurt provides 21.6% of the Recommended Daily Allowance for calcium. CALCIUM IS IMPORTANT FOR HEALTHY BONES.

خير حوار

تستله الفرق الأوسط خدمات المستهلكين من: 1٧٣٣٧ ، دبي - إ.ع.م

Good to talk

Nestlé Middle East Consumer Services
P.O. Box 17327, Dubai - U.A.E.
e-mail us at: ahlan@nestle.com

- ✓ Clear nutrition values
- ✓ Information based on Nutrition science – scientific evidence
- ✓ Nutritionally meaningful
- ✓ Relevant to target population

Nutritional Compass®: As per regulations and local needs

IT'S GOOD TO KNOW

Nestlé SINCE 1866

Nutrition Facts	
Serv. Size 1 piece (128g)	
Servings Per Container 2	
Amount Per Serving	
Calories 290 Calories from Fat 60	
% Daily Value*	
Total Fat 7g	10%
Saturated Fat 2.5g	12%
Cholesterol 20mg	7%
Sodium 700mg	29%
Total Carbohydrate 44g	15%
Dietary Fiber 3g	11%
Sugars 8g	
Protein 13g	26%

VEGETABLES = 1 SERVING*

Good to know
 The new USDA guidelines recommend that 3 out of 6 daily grain servings come from nutritious whole grains. Each delicious Lean Cuisine Spa Cuisine entree provides at least 2 servings of 100% whole grains. It's a delicious way to get great nutrition with a maximum of 300 calories per meal.

Good to remember
 Carbohydrates are important in a healthy diet to fuel muscles and supply energy. Foods containing carbohydrates, especially whole grains (like whole wheat bread or pasta) typically provide lots of vitamins and minerals as well as helping you to feel fuller, longer.

Good to talk
 To know more about whole grains call... 1-800 or visit us at *Ask our Nutritionist* at LeanCuisine.com

0 13800 16612 8

*The USDA Food Guide Pyramid suggests 3-6 one-half cup servings of vegetables a day.

Nutritional Compass®: As per local regulations and needs



IT'S GOOD TO KNOW

Nutritional information	Per 100g	Per portion/125g	%RDA
Energy	307 kJ 73 kcal	384 kJ 92 kcal	9%
Protein	5,3 g	6,6 g	13,3%
Carbohydrate of which sugars	5,3 g 5,3 g	6,6 g 6,6 g	13,3%
Fat of which saturated	3,4 g 0 g	4,3 g 0 g	15% 0%
Fibre	0 g	0 g	0,1%
Sodium	0 g	0 g	0,1%
Salt Equivalent	1,0 g	1,3 g	20%

*BASELINE DAILY AMOUNT OF AN ADULT
**The nutritional needs of individuals may be higher or lower, based on gender, age level, physical activity and other factors.

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Good to remember

Good to know

Good to talk
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الحقيقة الخفية

خير نصيحة

الاعتدال في تناول القهوة مفيد للصحة

تعد القهوة المشروب الأكثر شعبية في العالم، ولها فوائد صحية عديدة. تشير الدراسات إلى أن تناول القهوة باعتدال يمكن أن يساعد في تقليل خطر الإصابة بأمراض القلب والسكري، كما أنها قد تساعد في تحسين المزاج وزيادة الطاقة.

معلومة

أخبرنا في القهوة

تحتوي القهوة على مضادات أكسدة طبيعية، مما يجعلها خيارًا صحيًا. كما أنها غنية بالكافيين، الذي يمكن أن يساعد في تحسين التركيز واليقظة.

قهوة NESCAFÉ 100%

مضادات أكسدة طبيعية

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إجابات عشوائية لمحببي القهوة

THE HIDDEN TRUTH

MODERATE COFFEE CONSUMPTION IS BENEFICIAL TO HEALTH

Scientific research suggests that moderate coffee consumption (3-4 cups per day) as part of your healthy diet and active lifestyle has established strong evidence on the positive effect of coffee to improve your daily situation. In fact, it improves reaction and concentration and helps fatigue of the same time.

GOOD TO REMEMBER

Experts recommend moderate consumption, 3-4 cups per day as part of your healthy diet and active lifestyle.

GOOD TO KNOW 71 YEARS OF EXPERIENCE IN COFFEE

In 1938, NESCAFÉ Instant Coffee was considered a revolutionary innovation by health technologists and experts who were able to produce the first instant coffee granules from the highest of Brazilian beans.

COFFEE HAS CAFFEINE TO KICK START YOUR DAY

- It helps keep you alert and revitalize your mind.
- Improves physical performance whether you're a professional athlete or a professional office worker.

COFFEE IS NATURALLY RICH IN ANTIOXIDANTS

- Multitaskers, and to boost energy, coffee composed up to 80% of the daily intake.
- It is well established that antioxidants help protect you from free radicals.

NESCAFÉ IS 100% COFFEE

Nestlé's best pick-up coffee granules are made from the finest and most aromatic coffee beans that are ready to be brewed and served.

Also, we're proud to say that NesCAFÉ granules are ready to be brewed, brewed and frothy stand again for in your favorite NESCAFÉ granules with absolutely no additives.

100% pure coffee.

INSISTING DELIGHT FOR NESCAFÉ LOVERS

At NESCAFÉ, we believe around the globe coffee is a universal language. Because we only want the finest, high quality coffee beans we can use that's why we insist on using the upper 10% of the best, finest and most aromatic coffee beans.

YOUNG EXECUTIVE MULTITASKER

EXERCISE ENTHUSIAST

PURE COFFEE LOVER

HEALTH CONSCIOUS

SOCIAL LIFE LOVER

WE LOOK AFTER YOUR BODY YOU LOOK AFTER YOURSELF

Nestlé Good Food, Good Life

What are antioxidants?



They may be responsible for improving and maintaining your health and could even help reduce the appearance of premature wrinkles. They're not a figment of imagination, but a proven scientific fact! So, what are they?

[Read More](#)



- **Media Round Tables: experts presenting latest Scientific research on Coffee & Health**
- **Discussed benefits of Coffee when consumed in Moderation**
- **Explained antioxidants in Coffee and role of caffeine**
- **Provided scientific facts and documentation for Journalists**
- **Information published in more than 18 titles in the region**



الاعتدال.. أساس الفائدة

ينصح الخبراء محبي القهوة بالاعتدال في الاستهلاك بما يقل عن 300 ملليغرام من الكافيين يومياً، وهي تعادل كمية الكافيين الموجودة في 4-3 أكواب من القهوة سريعة التحضير.

وتؤكد الخليلب أن الاعتدال هو الأساس للحصول على الفوائد الصحية للكافيين. وهنا ننصح محبي القهوة بالابتعاد عند احتساب كمية الكافيين التي يستهلكونها يومياً، حيث أن عليهم أخذ المصادر الأخرى للكافيين إلى جانب القهوة بعين الاعتبار، كالشروبات الغازية والشاي ومشروبات الطاقة والشوكولاتة الداكنة.

ويحتوي كوب القهوة على ما يتراوح بين 50-150 ملليغرام من مضادات الأكسدة بحسب نوع حبوب البن. ويشكل عام، تشكل مضادات الأكسدة التي يتم الحصول عليها من القهوة أكثر من 60% من مجموع الكمية التي يحصل عليها من يشربون القهوة باعتدال ضمن النظام الغذائي.

لذا يمكن اعتبار القهوة سريعة التحضير أحد أفضل المصادر الغذائية لمضادات الأكسدة.

وبالإضافة إلى الطعم المتميز والراحة المنعشة، فإن هناك أسباباً علمية تدعو إلى الاستمتاع بكوب من القهوة، حيث إنها فرصة للاجتماع مع الأهل والأصدقاء وزملاء العمل كل يوم في الصباح!

فنجان القهوة.. ما بين المتعة والصحة

أحد البذ الذي لا يوجد له مثيل مع الأرز قبل يوم بدأ هواية جديدة، بدأت الكثير من النساء التي تحب القهوة التي تحبها بالاعتدال. من القهوة التي تستمتع بها، وكان الرجال يكتفون بالاعتدال.

والفائدة من القهوة بعد ما يجرى الكثير والاختلاف عند العرب، حيث يعتبروا أنها أفضل الأوعية التي تعطي حلاوة في الشرب. ومع ذلك، فهو يحافظ على الطعم اللذيذ للقهوة مع الحفاظ على الصحة.

في هذه الأثناء، كما أن يراه أن مراد القهوة التي تحبها وبمكثها بكمية كافية بالاعتدال، حيث إن هذه القهوة هي التي تعطي الفائدة الصحية على الأوعية الدموية في القلب من القهوة بعد ما يجرى الكثير والاختلاف عند العرب، حيث يعتبروا أنها أفضل الأوعية التي تعطي حلاوة في الشرب. ومع ذلك، فهو يحافظ على الطعم اللذيذ للقهوة مع الحفاظ على الصحة.

فوائد صحية للقهوة ولكن باعتدال!

صارت الآن تعرف

تعتبر القهوة من المشروبات الأكثر انتشاراً في العالم، باستهلاكها سنوي يقدر بـ 100 مليار كوب من القهوة. وهو بذلك يعد المشروب الثاني الأكثر شعبية بعد الماء. وقد لا يدرك الكثير من أن القهوة لا تضر الصحة، بل إنها مفيدة للصحة، خاصة عند تناولها باعتدال.

وتحتوي القهوة على العديد من الفوائد الصحية، مثل: تحسين المزاج، زيادة اليقظة، تعزيز الذاكرة، وتحسين الأداء الرياضي. كما أنها تحتوي على مضادات الأكسدة التي تساعد على مكافحة الأمراض المزمنة.

ومع ذلك، فإن الإفراط في تناول القهوة يمكن أن يؤدي إلى مشاكل صحية، مثل: اضطراب النوم، زيادة ضغط الدم، وزيادة مستويات الكوليسترول في الدم. لذلك، يُنصح بتناول القهوة باعتدال، أي حوالي 3-4 أكواب يوميًا.

في لبنان، أصبحت القهوة جزءًا لا يتجزأ من الحياة الاجتماعية، حيث يجتمع الناس في المقاهي والمطاعم لتناول فنجان من القهوة. وهذا يعكس الدور المهم الذي تلعبه القهوة في الثقافة اللبنانية.

Lebanon

UAE

Kuwait



Scientific information support

Unveiling the Hidden Truth About Coffee

Pregnancy:

Misconception
Caffeine, mostly through coffee consumption can be a risk for increased developmental and reproductive adverse effects (fertility, spontaneous abortion, low birth weight, congenital malformations).

Truth
It appears that caffeine below 300 mg/day is unlikely to produce adverse effects. Available information do not allow an accurate estimate of higher levels of exposure (Georgal et al., 2008).

Bone Health

Misconception
Coffee consumption causes osteoporosis due to a reduction in Calcium (Ca) absorption and an increase in its excretion in the urine.

Truth
Despite the small increase in urinary Ca excretion and the very small decrease in Ca absorption, the body appears to balance this out by reducing the Ca excretion later in the day, because the net effect is negligible. Moderate coffee consumption has not been proven to cause osteoporosis. The low nutrition to healthy bones is an adequate intake of Ca, Vitamin D, protein and other bone nutrients. (WJ, 2005; Heaney et al., 2001; Heaney 2002)

Cardiovascular Health

Misconception
Caffeine/coffee consumption can increase risk of cardiovascular events.

Truth
No evidence supporting a health relevant association between moderate coffee consumption and the occurrence of coronary complications. (Sillitoe M.G et al. 2007; Rosner S.A et al. 2007; Soli F et al. 2007)

Misconception

Caffeine/coffee can cause hypertension.

The Hidden Truth, no Longer Controversial:

Moderate Coffee Consumption is Beneficial to Health Stimulation

Thousands of modern scientific studies have shown that coffee drinking in moderation is perfectly safe and indeed can even be beneficial to health. Moderation is generally established as 3-4 cups of coffee a day, providing less than 300 mg of caffeine.

Moderate Coffee/Caffeine Enhances Mental Performance. (Leung et al. 2008)

Science has shown strong evidence that caffeine helps:
• Increase vigilance, visual perception and accelerate reaction time.
• Facilitate some memorization processes.
• Increase alertness and concentration, reducing mental fatigue.
• Decrease fatigue (after-lunch tiredness).

How?

• Caffeine enhances cortical arousal and that this effect is mediated by the ascending activating systems of the brain. (Blattig 1985)



Moderate Coffee/Caffeine Consumption Enhances Physical Performance.

Caffeine helps improve athletic performances (cycling, swimming) (McNaughton et al., 2006; Coughlin J.2007) and it also helps enhance speed and power in short time effort. It was also proven to help improve physical performance by prolonging time of exhaustion.

How?

• Mechanism of this ergogenic effect likely linked to (George et al., 2006):
• The calcium mobilisation in muscle cells enhancing muscle contraction.
• Stimulation of adrenaline liberation.



Caffeine
Reference:
Blattig 1985: The physiological effects of coffee consumption on Coffee: Benefit, Disadvantages and Public Health Concerns. *Journal of Food Science* 50(1): 1-10.
Coughlin J. 2007: Caffeine and health: (highlighting performance). *Journal of Food Science* 82(1): 1-10.
George et al., 2006: Caffeine and health: (highlighting performance). *Journal of Food Science* 81(1): 1-10.
Leung et al., 2008: Caffeine and health: (highlighting performance). *Journal of Food Science* 83(1): 1-10.

Protection Coffee, A Natural Source of Antioxidants

What are antioxidants?

• A dietary antioxidant is a substance in food that significantly decreases the adverse effects that reactive oxygen and nitrogen species have on normal physiological function in humans.

- Examples of dietary antioxidants:
 - Vitamin C (ascorbic acid): water soluble antioxidant.
 - Vitamin E (tocopherol): prevents lipid peroxidation.
 - Selenium: functions through selenoproteins several of which are oxidant defense enzymes.
 - Carotenoids and polyphenols: function as radical scavengers.

Coffee Antioxidants Explained

What are polyphenols?
• Polyphenols are compounds found in plants. More than 7000 molecules have been identified so far. They are classified based on the number of phenol rings they contain. Evidence for the role of polyphenols may play in the prevention of degenerative diseases is emerging.

Polyphenol Intake & Recommendation
Accurately measuring dietary intake of polyphenols is difficult and currently there is no recommended dietary intake for polyphenols. Some work by Scalbert & Williamson has estimated intake to be around 1g/day.

Coffee antioxidants account for 60% of the total antioxidant intake for moderate coffee drinkers.

Good Beverage Sources of Antioxidants (Pellegrini et al., 2003; Rochelle et al. 2001; Ki Woon Lee et al., 2003).

	Polyphenol level in 1 cup
Coffee	150-550 mg
Green Tea	150-200 mg
Cocoa	150-200 mg

Bioavailability

Absorption of Vitamins and minerals occurs at different parts of the gastrointestinal tract, at varying rates and is affected by other micronutrients and gut Microflora within the gastrointestinal tract. This is the same for polyphenol antioxidants; some are more bioavailable than others. It's therefore worth noting that equal amounts of polyphenols from differing food sources may not be equally absorbed by the body, hence, not provide the same antioxidant benefit.

The Truth about Instant Coffee

Misconception

Instant coffee is artificial and full of chemicals.

Truth
Instant coffee is made from natural coffee beans just like any other coffee, only the water is removed to produce a soluble coffee powder or granules.

Misconception

The antioxidants are added to instant coffee.

Truth
Antioxidants are naturally present in the coffee bean and others are formed during roasting, but none are added during processing.

Misconception

Adding milk or creamer to coffee lowers its antioxidant activity.

Truth

Evidence suggests that adding milk or creamer to coffee does not affect its antioxidant activity.

Misconception

The antioxidants are removed when coffee is decaffeinated.

Truth

A high quality decaffeination procedure does not impact its natural antioxidant levels*.

Misconception

Coffee causes dehydration.

Truth

Coffee can be an important source of fluid in the diet and does not cause dehydration when consumed regularly and in moderate amounts**.

Misconception

Instant coffee is very high in caffeine content.

Truth

The average instant coffee is 41-78 mg caffeine.

Misconception

Caffeine/Coffee causes nervousness.

Truth

Excessive caffeine intake, not moderate intake, causes nervousness.

PROTECTION COFFEE, A NATURAL SOURCE OF ANTIOXIDANTS

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COFFEE ANTIOXIDANTS EXPLAINED

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Scientific summary in main regional Medical Journals

References:
1. Al-Dabbas et al. 2007: 2773. Coffee has been shown to be protective against a number of chronic diseases especially those related to metabolism. *Ann N Y Acad Sci* 1113: 276-279.
2. Blomqvist & Nilsson 2003: 12. Energy intake and bioavailability of antioxidants. *J. Nutr* 133: 202-207 (2003) 203-205.
3. Blomqvist M et al. 2003: 12. Antioxidative capacity of coffee, tea, oranges and red wine compared with vitamins C and E in human beings. *J. Nutr* 133: 202-207 (2003) 203-205.
4. Blomqvist M et al. 2003: 12. Comparison of antioxidant capacity of commonly consumed polyphenolic beverages (coffee, tea, orange and red wine) with vitamins C and E in human beings. *J. Agric. Food Chem* 51: 1421-1427.

Our goal

Provide sound nutrition information to help our consumers make informed dietary choices, within a balanced diet for a healthy active lifestyle.....

