

# Frucor: Working Hard to Make Drinks Better

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# About Frucor – Who Are We?



NZ Apple & Pear Marketing Board  
Stoke, Nelson c., late '60s





# Frucor: Why Us?





# Frucor: What We're Doing

- Reformulation
- Innovation





# What We're Doing to Inform Kiwis

- Labelling and guidelines

**THE DILUTION SOLUTION**

Ten years ago we initiated a project with public health stakeholders including dietitians, paediatric dentists and nutrition researchers to develop juice dilution guidelines for children. These on-pack guidelines have now been adopted as best practice by the New Zealand Juice & Beverage Association nationwide (NZ JBA).

**PACK GUIDELINES**

1-2 YEARS	3-5 YEARS	6+ YEARS
1 PART Juice to 3 PARTS water	1 PART Juice to 1 PART water	1 part glass of Juice = 1 serving of fruit & veg (one per day)

OPTION 3A



OPTION 4



OPTION 5A



PER PACK



# Outside the Office



Health & Home
Level 3-4

Thinking

## HOW MUCH SUGAR IS IN OUR DRINKS?

Explore and understand the sugar content in commercial drinks

1 teaspoon, prices, size  
- length of empty drink  
- bottle  
- format, access

**Instructions**

1. Brainstorm names of familiar drinks. Rank them in order from 'most healthy' to 'least healthy' (in your opinion).
2. Using the Nutritional Panel, identify how many teaspoons of sugar are in each drink (4g is 1 tsp). Measure this amount out onto a plate, using real sugar or substitute, for each drink.
3. From the Nutritional Panel, identify and research the types of sugars in the drinks: fructose, corn syrup, cane sugar etc.
4. Return to the scale you developed. What changes could be made, based on these results?
5. Create a display to explain and present this information.

**Inquiry**

- Explore sugar substitutes and their effects on the body
- When and why did bottled water become popular?
- How much sugar and caffeine do energy drinks contain? How healthy are they?
- Are juice and milk drinks, or foods? Use pyramid
- Are all waters created equal? (for example, tap, carbonated, flavoured)

**Did you know?**  
1 teaspoon of sugar contains 16 calories.

To find out more about Life Education Trust's free school work visit [www.lifeeducation.org.nz](http://www.lifeeducation.org.nz) or call 0800 424 313





# We are Committed to:

- We **care** and want to be part of the **solution**
- We are **committed** to making drinks with the **best taste** and the **least sugar**
- We would like to **work collaboratively** to make a **real difference**.





**We are Working Hard to  
Make Drinks Better!**



# Questions?

