What’s in a Name?

> Sugar: Collectively term for calorie sweeteners, including the “simple sugars” fructose and glucose, and more common sweeteners offered related to foods, such as sucrose (table sugar), corn sweeteners, and honey. All these carbohydrates and contain 4 calories per gram.
> Glucose: A simple sugar found in milk sugar fructose, table sugar (sucrose), honey, and corn sweeteners, including high fructose corn syrup. It 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): Preferred term sugar beet or sugar cane, sucrose consists of one molecule each of glucose and fructose that are “bound together.” When ingested, the last is quickly broken, releasing “free” glucose and fructose that can be absorbed by the body.
> Corn Sweeteners: Made from corn.
> REGULAR CORN SYRUP, or glucose syrup, contains almost 100% glucose. It’s more “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 most (half) of the glucose is converted into fructose. Like table sugar, HFCS is about half fructose and half glucose, but the fructose is not “free” in solution (not bound together). HFCS has the same sweetness as table sugar.

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.
> Perk Up 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 those non-carbonated beverages, sports drinks, low- and zero-calorie beverages, tea, and coffee can all help meet your hydration needs.

“ipher女典是的名味宏，是向饱的量要宏。它 的 能 量 平 衡 宏 重。”
—Steven N. Blair, PhD, University of South Carolina

For more information on...

LIVING AN ACTIVE, HEALTHY LIFESTYLE

Check out GetHealthy.com for Calorie, Hydration and Activity information tailored to your lifestyle. To make a positive difference in the world, by embarking on the way we live and work.

Eating Right for a Healthy Weight

Visit www.importantfood.com 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.eatingright.org to find a registered dietitian 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.ifi.org
> The Calorie Control Council: www.caloriecontrol.org
> Corn Refiners Association: www.sweeteneriacom

Useful Info

1 g. carbohydrate = 4 calories
1 g. fat = 9 calories
1 g. protein = 4 calories
1 g. alcohol = 7 calories
1 tsp. honey = 15 calories
1 tsp. sugar = 16 calories
1 tsp. jam = 40 calories
1 oz. red wine = 25 calories

Hitting the Sweet Spot

In an Active, Healthy Lifestyle

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Hitting the Sweet Spot
In an Active, Healthy Lifestyle

If you love sweet treats, it’s only natural. We’re biologically trained to prefer sweet tastes. For many of us, savoring our favorite foods and beverages adds to the excitement and fun of parties, weddings, and other celebrations and may improve the pleasures 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, tasting delicious snacks can enrich your favorite foods from your diet doesn’t work as a long-term strategy.

Your favorite foods and beverages, even those that are lower in calories, can’t be a sensible, balanced diet. As long as you watch portion sizes, meet your nutritional requirements, and balance your meals with regular physical activity, in fact, the American Diabetic Association praises the total diet and overall pattern of food eaten, rather than any one food or meal, as most important. In moderation, all of your favorite foods and beverages can be part of a sensible, balanced diet.

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.

> HFCS is So Sweet: The Food and Drug Administration recognizes both sugar and HFCS as safe ingredients for use in foods and beverages.

> HFCS is About Half Fructose and Half Glucose.

> 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 Diabetic 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: 12 minutes
- Skiing: 21 minutes
- Vacuuming: 24 minutes
- Biking Leaves: 17 minutes
- Stand-Up Vacuum

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

“A Variety of Products for a Variety of Tasks”

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

10 Calories or Less per 8-ounce serving

75 – 100 Calories per 8-ounce serving

50 – 75 Calories per 8-ounce serving

*expressofferproducts.com

“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

“The name ‘high fructose corn syrup’ is a bit misleading. It was named high fructose because other forms of corn syrup available in the 1950s 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 Florida