



More than just a juice

Juicy Isle, a local fruit juice manufacturer, has launched its Kids Plus range of pulp free low GI premium orange juice designed especially for children, with 200 per cent of their Recommended Daily Intake (RDI) of vitamin C. The new Kids Plus range also contains large amounts of vitamin A, folic acid and calcium, the company said, as well as reduced amounts of natural sugar.

"We had both parents and children in mind when developing this product. The texture is more palatable to littles, but at the same time, we wanted parents to feel confident about giving this product to them," Juicy Isle General Manager, Michael Cooper, said. "We are aware that many parents will water down 100 per cent juices before feeding it to their children

because of the amount of natural sugars found in them. By reducing the natural sugar in Kids Plus, we have formulated a low GI pulp free premium orange juice suitable for children with an additional vitamin boost for their immune systems. This is so important all year round, especially in these cold and flu seasons."

