

A Consumer's Guide to Orange Juice

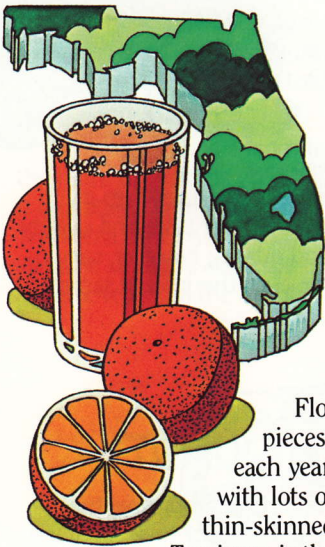
DISCOVER THE MANY FORMS OF ORANGE JUICE



In the beginning...the only orange juice you could get was freshly-squeezed. And, although everyone thought it was delicious, it was also expensive, time-consuming and available only on a seasonal basis. Now, there's packaged juice — in a variety of forms and package sizes for convenience.

How can you tell which orange juice is best? Many factors affect the flavor, freshness and quality of orange juice, whether fresh or packaged:

- climate
- type of orange
- time and position of the orange on the tree
- processing and quality control methods



The best climate for juice oranges in the United States is in

Florida, where billions of pieces of citrus are hand-picked each year. Because it's warm, with lots of rain, oranges grow thin-skinned, sweet and juicy there.

Tropicana is the single largest buyer of Florida oranges.

Orange juice is produced from three distinctly different types of oranges during the Florida citrus season, which runs from October to July.

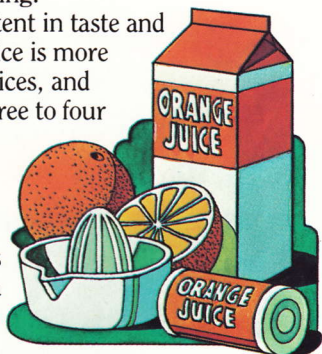
- Hamlins — an early season variety (October–December), good source of Vitamin C, yet lacking the intensity of color, body and flavor of later varieties.
- Pineapples — harvested in mid-season (December–February), good orange color with better body and flavor. Very seedy.
- Valencias — picked in spring and early summer (February–July), deep orange color, considered the best variety for orange juice. Valencias are the standard against which all other juices are compared.

PACKAGED VS. FRESH JUICE

While many people perceive freshly-squeezed orange juice to be the best, it is a product that fluctuates seasonally. When Valencias are in season, a full-bodied, flavorful juice is available. At other times during the year, the quality and characteristics vary and are perhaps less appealing.

Besides being inconsistent in taste and quality, freshly-squeezed juice is more expensive than packaged juices, and more time-consuming. (Three to four medium-sized oranges are needed to make one eight-ounce glass of juice.)

Packaged juices can come close to the sweetness of freshly-squeezed Valencia juice and be consistent in taste and quality year-round. Orange juice processors accomplish this by using all three orange varieties, blending them in combinations that provide consistent taste and quality year-round. Flavor, color and quality, however, vary from processor to processor, even though the same types of oranges are used.



HOW TO JUDGE ORANGE JUICE QUALITY

According to quality experts at Tropicana, the world's largest processor of pure, ready-to-serve orange juice, there are several things you should look for in orange juice to determine its quality. Use these checkpoints to test your own brand.

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A. DOES THE JUICE TASTE LIKE A FRESH, SWEET ORANGE?

Packaged juice can lose its fresh-orange taste if the processor cuts corners in quality control or allows the fruit to degenerate before packaging and distribution. Buying a well-known brand is one assurance of quality and consistency.



B. IS THE FRAGRANCE PLEASANTLY AROMATIC?

If the aroma isn't pungent, but flat, the juice may taste flat also. However, it shouldn't be too pungent or acidic.

C. DOES THE JUICE HAVE A SOMEWHAT THICK MOUTHFEEL WITHOUT BEING WATERY OR SLUSHY?

The amount of pulp in an orange juice tends to be a matter of preference. Some people like a juice with lots of pulp, while others may not like this consistency. Several processors make juice with or without pulp. Look for an indication of this on the label if it's important to you.

D. DOES THE COLOR FALL IN THE YELLOW-ORANGE TO DEEP ORANGE RANGE?

While the color may be indicative, be careful. Deep orange-colored juices tend to be perceived as sweeter or more flavorful, though this isn't necessarily so. Be sure to check the juice's other qualities before deciding.

One thing to keep in mind: Generally speaking, the more the juice is processed, the more the flavor is degraded. Next to the juice you squeeze yourself, Tropicana pure pasteurized is the least processed of all other orange juices, since nothing is added to or removed from the freshly-squeezed juice.



Basically there are four kinds of packaged orange juice: Three of these are ready-to-serve and the fourth (frozen concentrate) requires the addition of water by the consumer.

READY-TO-SERVE ORANGE JUICE

Ready-to-serve orange juice, which is orange juice found in the refrigerated section of supermarkets, is the newest and fastest growing segment of the orange juice category. This is partly because of the increased interest in convenience and partly because its price per serving is nearly the same as frozen orange juice.

1. PURE PASTEURIZED JUICE

Pure pasteurized orange juice is freshly extracted juice which has merely been pasteurized to protect its quality. Like freshly-squeezed juice, it requires refrigeration.

Tropicana is the only national processor producing pure pasteurized (not from concentrate) ready-to-serve orange juice. Due to advanced blending and strict quality control processes, the consistency and quality of Tropicana pure pasteurized orange juice is unconditionally guaranteed.

2. ORANGE JUICE FROM CONCENTRATE

Orange juice from concentrate, in cartons, plastic or glass bottles, is reconstituted for you by the processor. This juice is also ready-to-serve and represents the bulk of the chilled juice market. Although you're likely to find orange juice in glass in the refrigerated section, Tropicana glass product is aseptically packed, so it doesn't need to be refrigerated until after opening. Also, Tropicana is the only major processor to "cold pack" its bottled orange juice. The juice is subjected to less than a minute of heat compared to about 45 minutes for the conventional "hot pack" method which other processors use. Since heat is a major cause of flavor deterioration, less heat results in better flavor.

The quality of this juice from concentrate depends on several factors, one of them being the water with which the juice is reconstituted. Most processors ship their concentrate to regional distribution centers where it is reconstituted with local water and then packed and shipped to retail outlets. (It's less expensive and easier for the processor to do this than to ship reconstituted juice; however, local water can affect the consistency of taste and quality). All of Tropicana's reconstituted orange juice products, which are packaged in Florida, are under constant USDA and Florida Department of Citrus supervision. This assures you of a quality product with fresh taste.

3. CANNED ORANGE JUICE

Ready-to-serve orange juice is also available in canned form. Today, canned orange juice accounts for a very small portion of the orange juice consumed. One of the benefits of this form of orange juice is it does not require refrigeration prior to opening the can.

FROZEN CONCENTRATE

In contrast to ready-to-serve juice, frozen concentrate requires a little more effort from you. It must first be thawed and then have water added.



However, when frozen it has a far longer storage life.

Most concentrate plants are usually located in citrus growing areas. Trucks bring oranges to the plants by the millions, where they're sorted, washed and squeezed. The juice is strained and evaporated by high vacuum where about four-fifths of its natural water content is removed. Then it's diluted with fresh, unconcentrated orange juice along with oil from the orange peel. This is what gives frozen concentrated orange juice its taste of fresh oranges. The juice is then packaged and frozen.

This concentrating and freezing process doesn't always work uniformly, depending on the processor, the quality of oranges chosen and the care taken during processing and distribution.

More than half the frozen concentrated orange juice sold is either a supermarket chain store brand or a controlled brand — one that is owned by a processor who lets supermarkets use it as the equivalent of their house brand.

Tips worth noting about frozen concentrate.

For best taste, keep the product frozen until you are ready to reconstitute and use it. When thawing, it is better to let the juice thaw gradually, in the refrigerator overnight, rather than thawing it quickly under hot water or in a microwave oven. After it's prepared, store in the refrigerator between servings. Before serving, shake or stir juice to ensure the juice hasn't separated.

Use the Tropicana all-plastic frozen orange juice can as a storage container, drinking glass for picnics in craft projects and other household uses.

ORANGE JUICE DESCRIPTION CHART

TYPE	APPROX. COST* 4-oz. SERVING	TASTE
Freshly-squeezed	20-24¢	best fresh-orange flavor and aroma
Pure pasteurized	10-12¢	closest to freshly-squeezed
Ready-to-serve from concentrate	10-12¢	good fresh orange taste and aroma; varies according to processor
Frozen concentrate	9-10¢	good orange taste and aroma; quality varies depending on processor
Canned	12-14¢	tastes like oranges and sometimes grapefruit juice

*Summer 1984 prices

WHAT HAPPENS TO THE ORANGE PEEL?

No part of the orange is wasted at Tropicana. The excess citrus pulp and the orange peel are used in cattle feed. Florida citrus feed is one of the most desirable sources of energy for cattle.

Another fruit by-product is orange oil which is sold for perfumes and flavoring extracts.

HOW DO YOU KNOW IF IT'S FRESH?

Cartoned orange juice products are code-dated the way milk is and have a shelf life (when properly refrigerated) of approximately 3 to 4 weeks. Be sure to check this date before purchasing. Frozen concentrate, if properly stored in the freezer, has an almost indefinite shelf life.

DIETARY AND HEALTH BENEFITS OF ORANGE JUICE

Orange juice is healthful and nutritious, besides having a great refreshing taste.

PREPARATION

TIME REQUIRED

PULP

STORAGE TIPS

most time to prepare; oranges must be cut, squeezed and strained

most

drink juice immediately after squeezing

convenient — ready-to-serve

some

must be refrigerated; check code dating on carton-top

convenient — ready-to-serve

slight

cartons must be refrigerated at all times; glass, only after opening; check code dating on carton

must be thawed and reconstituted by user before serving

with/
without

must be kept frozen until ready to reconstitute; thaw slowly; keep in refrigerator between servings

chill before serving

slight

refrigerate after opening

VITAMIN C

According to the USDA, orange juice is a natural source of Vitamin C in our diets. However, since the amount of Vitamin C varies from orange to orange, the content between brands may vary considerably, depending on blending and type of processing.

We need to get Vitamin C in our diets every day, since it isn't stored by our bodies. Vitamin C keeps the body tissues, such as skin and gums, healthy and helps the body absorb iron. Vitamin C is a natural substance, so it will deteriorate in the presence of air and heat. To protect the vitamin content, store the juice in a closed container in the refrigerator.

While there may be beverages found in the supermarkets which have high levels of Vitamin C chemically added to them, you should note that orange juice also provides potassium and natural fiber qualities missing in most manufactured beverages.

WHAT ABOUT PASTEURIZATION?

All packaged juices are pasteurized. The heat treatment of orange juice is necessary to inactivate the naturally occurring enzymes and bacteria/micro flora which would otherwise contribute to the rapid deterioration of the juice. Tropicana flash-chills juice after pasteurization. This process reduces the amount of Vitamin C that is lost.

ORANGE JUICE — THE EDUCATED SHOPPER'S CHOICE

FROM THE USDA HANDBOOK #8-9

BEVERAGE	SERVING SIZE	CALORIES
Chilled ready-to-serve orange juice	8 ozs.	100.5
Tomato juice	8 ozs.	45
Cola	12 ozs.	145
Fruit-flavored sodas	12 ozs.	170
Ginger Ale	12 ozs.	115
Root Beer	12 ozs.	150
Orange-flavored soda	12 ozs.	167
Beer	12 ozs.	150
Wine	3½ ozs.	85

iu — International Units
* — Not Available

NATURAL, NOT ADDED SUGARS

Before buying, check the container to see if it indicates that the juice is “unsweetened” or has “no sugar added.” This will help you distinguish a pure orange juice product from an orange drink, which is only part orange juice. According to the USDA, an eight-ounce glass of orange juice has about 100 calories.

GOOD FOR REHYDRATION

When exercising in warm weather, it is important to rehydrate yourself with sufficient liquid intake. Drinking orange juice is a refreshing way to accomplish this and replenish potassium as well.

GREAT FOR SNACKS OR MEALS

Think orange juice no matter where you are — school, work, backpacking, “picnicking,” poolside or camping.

Orange juice is so versatile, it's one of the best natural snack foods:

- it's not just for breakfast
- good with after school snacks
- a quick pick-me-up, mid-morning or afternoon
- add ice cream for an orange ice cream soda

POTASSIUM (mg)	VIT. C (mg)	VIT. A (iu)	SODIUM (mg)
430.5	74.65	177	2
552	39	1940	480
*	0	0	22
*	0	0	27
0	0	0	4
0	0	0	16
16	*	*	18
90	*	*	*
94	*	*	5

- drink with meals, with or without ice
- crush ice and add just enough to make it slushy
- fill ice cube trays with orange juice, place wooden sticks upright in cubes when juice is half frozen



Wherever you go, the Tropicana Family of Orange Juice Products makes it convenient to take orange juice with you:

- Tropicana pure pasteurized natural strength — found in the dairy case (both cartons and glass containers)
- Tropicana chilled ready-to-serve from concentrate — found in the dairy case or produce section
- Tropicana frozen concentrate — found in the frozen foods section
- Tropicana ready-to-serve (glass containers) — found in the beverage section

THE TROPICANA STORY

What's the most widely recognized name for quality citrus juices? Tropicana. Although it was started in 1946 as a processor of fresh fruit segments, today it has grown to become the world's largest producer of pure ready-to-serve chilled orange juice. It's also the first and only major processor of pure pasteurized orange juice, the closest juice there is to the fresh juice you squeeze yourself.

In the citrus industry, Tropicana is unique. In addition to processing top quality fruit juices, it manufactures virtually everything needed to get the juice to you at the peak of freshness — from turning out glass bottles and jars, to the manufacturing of plastic containers and corrugated boxes for shipping. Maybe you've even seen Tropicana's own train of refrigerated rail cars which speeds its products directly to its major distribution centers.

Controlling every step of manufacturing makes it possible for Tropicana to ensure that the products you buy will be the freshest, best quality available. The company has built its reputation for outstanding juice products on this commitment to quality. And that commitment is reinforced by its parent company, Beatrice.

You can find a complete line of Tropicana orange, grapefruit and apple juices in a variety of sizes in virtually all sections of your supermarket where beverages are sold — refrigerated, frozen and grocery.

Tropicana is the only major orange juice company based in Florida. Headquarters are in Bradenton, on the Gulf of Mexico coastline — right in the center of citrus country.



Tropicana[®]

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