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Empty Calories

Packaging of food is not limited to the container it comes in. Processed carbohydrates, saturated fats and sugars are often used to make food appear more attractive. However this processing often removes a lot of the nutrients and fibre. The result is a high calorie /low nutrient food. To obtain nutrients from this food, the body consumes larger quantities of the empty calories which are the 'packaging'. Calories not needed by the body are converted to fat. If less of these foods are consumed in an attempt to control weight, nutrient intake is also reduced. Dietitians are now recommending consumption of nutrient-dense foods without the empty calories. These are the low processed foods such as fruit. The ['19 fruit juice blend'](#) is produced in a way which avoids this high processing, and as it is high in phytonutrients without empty calories, it is an ideal nutrient-dense food.

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