

### Variety of Beverages for All Minnesotans

The refreshment industry offers a wide variety of beverages including milk, water, juices, teas, sports drinks, as well as carbonated soft drinks.

**Water** is a vital component of a healthy lifestyle. In addition to pure bottled water, the industry is also offering fortified water with vitamins and nutrients.

**Juices** provide important nutrients including Vitamin C, calcium, potassium and folate. Vitamin C helps other vitamins work. In addition, the industry is introducing new lines of lower sugar juices.

**Sports drinks** restore valuable hydration, carbohydrates and minerals known as electrolytes. Electrolytes include sodium, potassium, chloride, calcium and magnesium.

**Teas** contain important antioxidants called flavonoids, which may help maintain healthy cells.

**Milk:** The industry is currently developing and marketing milk products. We are one of the primary distributors of milk in school vending machines.

**Soft drinks** provide a source of safe, refreshing hydration in regular or diet.

**New age beverages** are very popular with teens and include dairy-based beverages, teas and juice drinks. These drinks combine herbs, vitamins and other botanicals.

**Viking Coca-Cola Bottling Company**, St. Cloud, dives into **milk and dairy-based products**. There is a misconception that the incentives offered schools only promote carbonated soft drinks – not true. **Viking Coca-Cola is offering the schools in their market area a Moose Milk program with incentives promoting milk consumption by the students.** The Chocolate Milk Moose machine has 100% milk beverages. This is in addition to the trendy glass front vending machines that have milk, juice, water, teas and soft drinks. Complete data sheets are available to parents and school administrators to help them make vending policy decisions.



The **Bernick Companies** have made the commitment to parents, school administrators and students to provide the wide variety of beverages in these dedicated healthy choice glass front vendors.

All 180 K-12 schools served by Bernick's has the **"Nutritional Data Book"**. This book serves as an excellent tool for school administrators when discussing beverage options with parents and school officials. **All the beverages are listed with complete nutritional information.** There is also an overview of the educational and physical fitness programs available for use in their schools.

**Without state and federal mandates, parents can work with their schools districts to determine the vending program that best suits the students.** The Bernick Companies respect the rights and responsibilities of the parents to make decisions about the beverages consumed by their children.

## Relax: Cola won't break your bones

Some goofy rumors just refuse to die, such as the one about how drinking too many colas can leach calcium right out of your bones. Consign it to the urban-myth burial ground. There is some evidence that phosphorus may hurt bones, "but there's so little in colas that you'd have to drink a tremendous amount to impact bone," says **Prevention** advisor John Bilezikian, MD, director of the Metabolic Bone Diseases Program at Columbia-Presbyterian Medical Center in New York City. In fact, there's as much phosphorus in orange juice, and five times as much in calcium-fortified OJ, as there is in cola.

**Prevention Magazine**  
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**The National Institutes of Health (NIH), the Centers for Disease Control (CDC) and the National Academy of Sciences all say that phosphorus does not negatively affect bone health.**

### West Central Area School District



### New London/Spicer High School

## Good Dental Health

- The most important things children and adults can do to achieve and maintain good oral health are to eat a variety of foods in moderation, practice appropriate oral hygiene and visit their dentist regularly. **No single food or factor, taken alone, is the single cause of dental cavities.**

- **There is no single cause of dental cavities.** Many factors contribute to tooth decay, including the types of foods that are consumed (for instance, sticky foods that cling to teeth), the amount of time those foods are in the mouth and lack of proper oral hygiene. **It is important to note that the number of dental cavities continues to decline** and dental health has been improving for years, due to many factors, including water fluoridation and better oral hygiene.

- **Simply stated, soft drink consumption alone does not contribute to increases in dental cavities in children.**

- A recent University of Michigan **study showed that the consumption of soft drinks does not lead to increased cavities in people under the age of 25.** Those results are supported by research conducted at Virginia Tech, presented to the American College of Nutrition annual conference in October, 2001.

**The refreshment industry is developing and aggressively marketing milk, milk-based beverages, enhanced waters and lower sugar, lower carb juices fortified with calcium.**

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## Soft Drinks are NOT Replacing Milk

### Did You Know...

- Soft drinks are **not replacing milk in the diets** of children.
- Calcium is very important especially for youth. Our industry fortifies juice and water with calcium. Also, **we are developing and marketing new milk products** to encourage consumption of calcium.
- According to an article in Family Economics and Nutrition Review, a team of nutrition researchers at Michigan State University found that from 1987-1998, **milk consumption has remained constant for children ages 1-19**, while soft drink consumption has increased in some age groups.

### What does this mean?

Consumption of milk is static, consumption of soft drinks is up in some ages, but not replacing milk – they are just drinking more beverages overall.



### West Central Area School District