

CRANBERRY NUTRITIONAL COMPOSITION

Nutritional Profile

Cranberries are a rich source of dietary flavonoids and other phenolic acids (1) that research has shown may provide a variety of health benefits. A growing body of evidence has linked the phytonutrients found in cranberries to a number of conditions, including the promotion of urinary tract health and the prevention of cardiovascular disease, certain stomach ulcers and even cancer (2,3). Epidemiological studies have long shown the benefits of a diet rich in flavonoids (4) – a diet that includes the regular consumption of vegetables and fruits such as cranberries. Studies have also shown that cranberry proanthocyanidins (PACs) are the novel compounds responsible for cranberry’s bacteria-blocking antiadhesion properties (5). Research indicates that consuming approximately 10 ounces of cranberry juice cocktail daily is effective in achieving cranberry’s urinary tract health benefits (6). Equivalent volumes of cranberry products delivering similar levels of PACs are noted below.

Equivalencies



Juice
10 oz. of 27%
juice cocktail



Fresh
1 ½ cups fresh or
frozen



Dried
1 oz. sweetened



Sauce
½ cup

Nutritional Information

	Cranberry Juice (10 oz. of 27% juice cocktail)	Fresh Cranberries (1 ½ cups fresh or frozen)	Dried Cranberries† (1 oz. sweetened)	Cranberry Sauce (½ cup)
Energy (kcal)	180	71	95	144
Total fat (g)	0.3	0.3	0.4	0.2
Saturated fat (g)	0	0	0	0
Monounsaturated fat (g)	0	0	0.1	0
Polyunsaturated fat (g)	0.1	0.2	0.2	0.1
Dietary fiber (g)	0.4	6	2.5	0.3
Protein (g)	0	0	0.1	0
Carbohydrate (g)	45	18	25	36
Cholesterol (mg)	0	0	0	0
Sodium (mg)	6	1.5	0.1	5
Vitamin C (mg)‡	113	21	0.2	90

Source: USDA Nutrient Database for Standard Reference, Release 15 (August 2002).

†Source: Earlier version of USDA Nutrient Database for Standard Reference.

‡U.S. Recommended Dietary Allowance (RDA) for adults is 60 mg vitamin C per day.

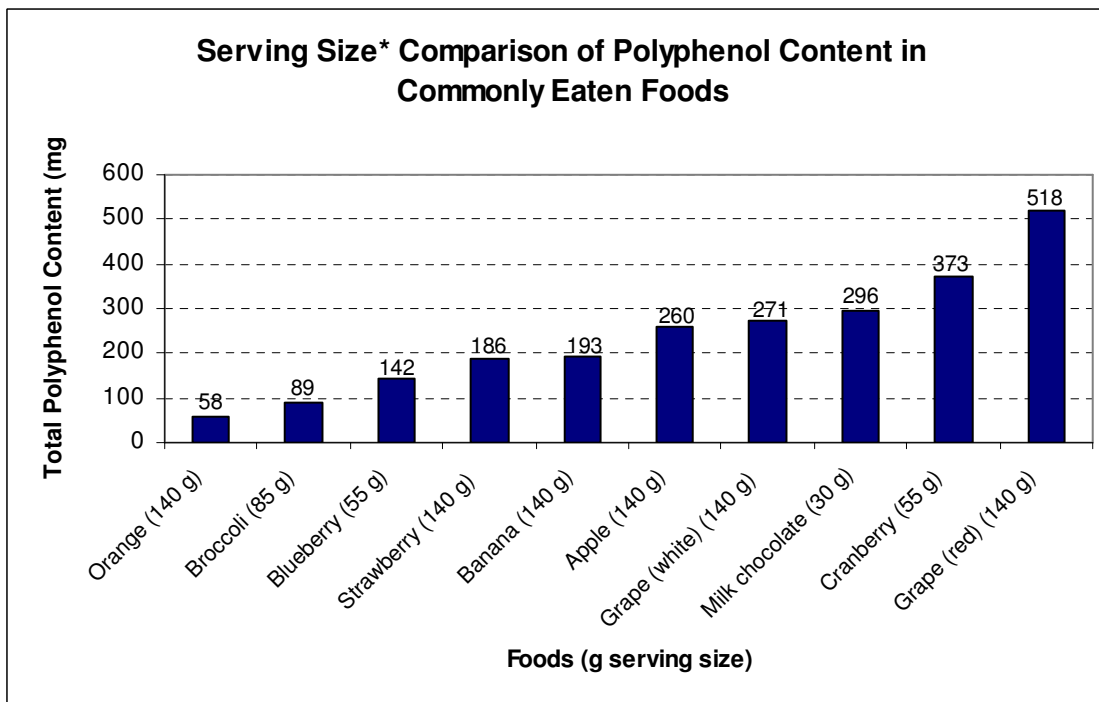
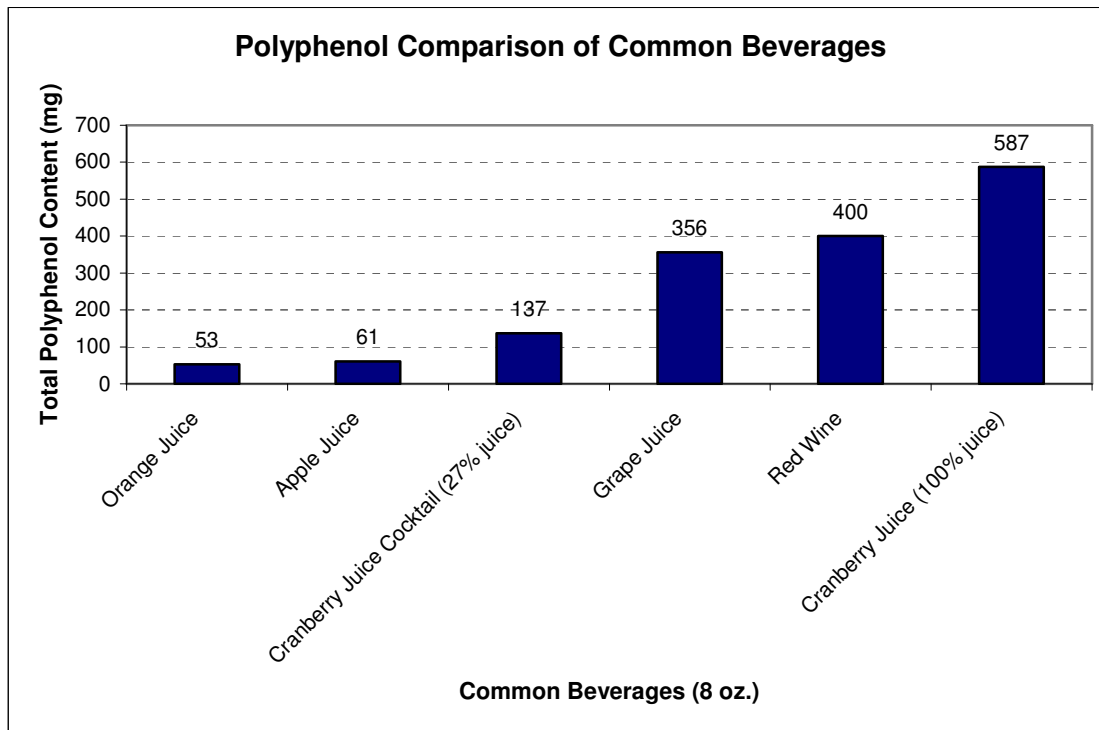


Polyphenol Data

Flavonoids and phenolic acids are representative of a class of compounds known as polyphenols. Flavonoids are the largest group of polyphenols. All polyphenols, also known simply as phenols, have antioxidant properties and are often measured as catechin equivalents in laboratory tests.

Using oxidation of lower density lipoproteins (LDL + VLDL) as a model, researchers have shown that many polyphenols can be stronger *in vitro* antioxidants than vitamin antioxidants (7) such as vitamin C or vitamin E. To be exact, cranberry's polyphenols are twice as powerful as vitamin C and five times as powerful as vitamin E.

Vinson's published (1,7,8) and unpublished results measuring the polyphenol content of cranberries, fruits and other flavonoid rich foods such as red wine and chocolate provide powerful comparative data.

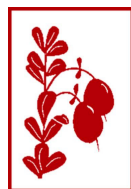


*Serving size obtained from FDA Reference Amounts Customarily Consumed Per Eating Occasion: General Food Supply.
Some data have been extrapolated from laboratory measurements.
Conversions: 140 g ≈ 5 oz.; 85 g ≈ 3 oz.; 55 g ≈ 2 oz.; 30 g ≈ 1 oz.



References:

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8. Vinson, J.A., Hao, Y., Su, X., Zubik, L. S. Phenol antioxidant quantity and quality in foods: vegetables. *J. Agric. Food Chem.* 1998;46:3630-3634.



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