

## PRODUCT DESCRIPTION:

**GOGO SQUEEZ** products are made from real fruit.  
60 calories, 14 grams of carbohydrates, 2 grams of fibre.  
Portion: 90 grams (3.2 ounces)

**TABLE 1. COMPARISON BETWEEN GOGO SQUEEZ PRODUCTS AND A FRESH APPLE**

PRODUCTS	GOGO SQUEEZ Apple (90 g)	GOGO SQUEEZ Apple Strawberry (90 g)	Small apple* (106 g)
Calories	60 kcal	60 kcal	55 kcal
Carbohydrates	14 g	13 g	14.6 g
Fat	0,5 g	0.5 g	0.2 g
Protein	0,3 g	1 g	0.3 g
Dietary fibre	1 g	1 g	2 g
Sugars	13 g	12 g	11 g
Vitamin A	0%	0%	3 RAE > 0.3%
Vitamin C	0%	0%	4.9 mg > 8.2%
Calcium	0%	0%	6 mg > 0.5%
Iron	4%	4%	0.13 mg > 0.9%

\*data from the Canadian Nutrient File

The nutritional value of a **GOGO SQUEEZ** product is more or less equivalent to that of a small apple. That being said, there are slight differences in the vitamin and mineral content. According to Health Canada criteria, it is not possible to confirm that an apple is an excellent source, a high source or even a source of vitamins for the reference portion - a small, 106 gram apple with a diameter of 6.4 centimetres. From this observation, it is difficult to make nutritional claims for the vitamins and minerals in **GOGO SQUEEZ** products, which contain no additives. **GOGO SQUEEZ'S** recipes are wholesome, simple and natural, without any addition of ascorbic acid. Here, the proportion of vitamin C which comes from the fruit is not declared because of its loss from the cooking/production process. Ascorbic acid (vitamin C) is often added as an antioxidant to prevent the proliferation of bacteria that could degrade a product, especially in unrefrigerated food with a long shelf life. **GOGO SQUEEZ** chooses a more natural approach instead of supplementing its recipes with vitamins and minerals.

## BENEFITS OF GOGO SQUEEZ PRODUCTS:

- No added sugar
- No artificial colour
- No preservatives
- Gluten free
- Free of common allergens
- Certified kosher
- Few ingredients: apple and apple juice concentrate for the "Apple" recipe
- Refrigeration not required; can be stored at room temperature
- Perfect for the car, lunch boxes, picnics, camping, travel, outings, etc.
- Practical, squeezable, resealable container (without BPA or phthalates)



Fruit snack  
Collation aux fruits

# NUTRITIONAL ANALYSIS

## VARIETY OF FLAVOURS (ALL MADE FROM APPLES)

- Apple
- Apple Strawberry
- Apple Banana
- Apple Peach
- Apple Mango
- Apple Berry

## VITAMINS, MINERALS AND ANTIOXIDANTS

**GOGO SQUEEZ** products contain antioxidants because they are made from real fruit. Apples contain lutein and zeaxanthin, two flavonoids associated with eye health and the prevention of certain cancers. They also contain beta-cryptoxanthin, a type of carotenoid. Studies have shown that a high intake of beta-cryptoxanthin may be associated with a reduced risk of inflammatory diseases.

Apple juice concentrate has a lower content of phenolic compounds (antioxidants) than freshly pressed apple juice. The concentrate's antioxidant content can be as low as 3% of that of a fresh apple<sup>1</sup>.

## HYPOGLYCEMIA – DIABETES

**GOGO SQUEEZ** products contain enough carbohydrates to treat hypoglycemia. More practical than orange juice, **GOGO SQUEEZ** products can be stored in the drawer of the bedside table for nocturnal hypoglycaemia, or in the handbag or backpack for daytime hypoglycemia.

## SPORTS AND PERFORMANCE

Due to its carbohydrate content, **GOGO SQUEEZ** is also a good choice for a quick boost of energy before a workout. It is important to avoid foods with added sugars that could lead to reactive hypoglycemia from the excessive release of insulin. The convenient format of **GOGO SQUEEZ** products means that they fit easily into the gym bag.

## A GREAT SNACK FOR KIDS

**GOGO SQUEEZ** products are also suitable for children. Fruit squeezes offer children a nutritious snack or dessert. In addition, the resealable container lets parents store the product if the child has not finished it. The squeezable container also avoids accidents and spills, which is good news for busy parents. From a nutritional point of view, **GOGO SQUEEZ** products are perfect for very young children as they contain no added sugar.

## CONCLUSION

**GOGO SQUEEZ** is practical for a variety of situations from the lunch box to the treatment of hypoglycemia. It is a healthy nutritional choice that has a place in an active, balanced lifestyle. These products are suitable for everyone, from children and athletes to the elderly who have a tendency not to consume all their daily servings of fruit and vegetables.

The Quebec Ministry of Health and Social Services includes unsweetened applesauce on its list of healthy snacks.

[http://www.msss.gouv.qc.ca/sujets/santepub/nutrition/index.php?collations\\_enfants\\_en](http://www.msss.gouv.qc.ca/sujets/santepub/nutrition/index.php?collations_enfants_en)



<sup>1</sup> Van Der Sluis AA, Dekker M, Skrede G, Jongen WM., «Activity and concentration of polyphenolic antioxidants in apple juice,» <http://www.ncbi.nlm.nih.gov/pubmed/12452634?dopt=Abstract> December 4, 2002.