
Processed fruit snacks contain more sugar than sweets

New research by Action on Sugar has revealed huge amount of hidden sugars in seemingly 'healthy' fruit snacks aimed at children in the UK. Over three quarters (85%) of products surveyed (i.e. 80 of the 94 products) contain more sugars than Haribo Starmix (47g/100g) confectionary per 100g – with some containing over 4 teaspoons per portion.

Out of all the products surveyed, nearly all (99%) would receive a 'red' colour coded warning on the label for HIGH sugars per 100g.

"Parents find it hard enough to know what is 'healthy' without food manufacturers confusing matters with misleading claims. Whole, unprocessed fruit is healthier than processed fruit snacks and fruit juice drinks, as it contains vitamins, minerals, water and fibre, and does not cause the devastating tooth decay we see in young children today," said Katharine Jenner, campaign director at Action on Sugar.

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Post Date: Sunday, 4 January, 2015

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