



Weekly Produce Newsletter

April 12th 2010

SPECIAL EDITION

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"Next Best Thing to Being at the Stadium"

**Opening April 12th, 2010!!*

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**New location ---*

1511 Washington Ave. St. Louis Missouri 63103

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next to City Museum

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Oops... they've done it again!

Natalie's Orchid Island juice company

Selected as best tasting orange juice by Real Simple Magazine



Score another victory for Natalie's Orchid Island Juice Company for being selected Best Tasting in a recent taste-test by Real Simple magazine. The nationally acclaimed magazine taste-tested 129 one hundred per cent juice products. According to the taste off by Real Simple staffers, Natalie's Orchid Island Juice Company's Gourmet Pasteurized Orange Juice won top honors. According to the staff taste testers, the Best Tasting orange juice was "Pulpy and delicious, this juice reminded one of 'eating an orange – without getting sticky hands.'" No other 100% orange juice product made the short list of Best Tasting juice products.

Capturing the Best Tasting Orange Juice title from Real Simple magazine is just the latest in a series of taste-test wins for Natalie's Orchid Island Juice Company. Natalie's Orchid Island Juice Company's Gourmet Pasteurized Orange Juice was selected as the Best Tasting in America by Cook's Illustrated magazine in early 2008. That win was mirrored by being selected as Best Tasting in a live taste test on the NBC TODAY Show conducted by show anchor Lester Holt. Natalie's Orchid Island Juice was also selected as the Best Tasting by Mr. Breakfast, an international celebrity expert on breakfast products.

"We are very honored to continue receiving accolades for our one hundred per cent Florida juice," said John Martinelli, Executive Vice President, Natalie's Orchid Island Juice Company. "Being selected as Best Tasting in America by a wide variety of sources is testimony to the high quality production standards and excellent products that go into each and every glass of our premium juice," added Martinelli.



Orchid Island Juice Company is located in Fort Pierce, Florida, nestled on the shores of the beautiful Indian River. The Indian River growing district is famous for growing the finest citrus in the world. Our founder and Chief Executive Officer, Marygrace Sexton has established Orchid Island Juice Company as benchmark of the fresh squeezed juice industry and is committed to the highest quality juice, uncompromising service, and attention to detail.

Orchid Island Juice Company is known for award winning orange and grapefruit juices. Our fresh squeezed juices dominate the sector. Newly established is the Gourmet Pasteurized line of Squeezed Fresh products for customers that prefer an extended shelf life. Orchid Island also has a Fresh Squeezed Fresh Frozen product, which is squeezed and then immediately frozen. Orchid Island also offers lemon juice, lime juice, Tangerine juice, and Seasonal Lemonades.

Lemonade Season is Here!

For the first time ever . . .

Lucy brings the flavor of the islands to you! Lucy uses the juice from perfectly ripened lemons and adds a bit of natural cane sugar to create an amazingly cool and refreshing lemonade that is absolutely delicious! Tantalize your taste buds and quench your thirst with Lucy's all natural lemonade containing only the best ingredients, nothing fake. Orchid Island Juice Company has always worked hard to provide you with healthy food choices



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HEALTH MATTERS

Nutrient Density What makes superfoods so super?

What Is Nutrient Density

How do you decide which foods you want to eat? Flavor? Texture? Convenience? Comfort? Many people choose the foods they eat based on immediate gratification, without much thought about the long-term effects of their selections. That often results in choosing foods that taste good, but are not good for you. What about the nutritional value of the foods you eat? When you choose your foods, be sure to consider the nutrient density of the foods. Nutrient density refers to the amount of nutrients for the given volume of food. Nutrient-dense foods have lots of nutrients, generally with fewer calories. All those superfoods you've heard about are nutrient dense foods. Energy-dense foods have more calories for the volume of food and generally fewer nutrients.

How Nutrient Density Works

You are hungry and it is a few hours until dinner so you decide you want a snack. You can choose either an apple or a glazed donut. They are roughly the same size and either food works as a quick snack so you can get back to work. Which one do you choose? Hopefully you chose the apple. Why? The apple has around 80 calories and lots of vitamins, fiber and phytochemicals that will keep you healthy. The fiber and water in the apple will fill your stomach and keep you satisfied until dinner.

The donut has calories. Lots of calories. In fact, the donut has more than 200 calories but it doesn't have many nutrients. There is only about one gram of fiber so it won't keep you feeling full either, so eating that glazed donut will frequently lead to eating a second one. The donut also has lots of unhealthy saturated fat and plenty of sugar. Sure it tastes good, but your body might pay quite a price for the immediate gratification.

You can also compare nutrient density using the amount of calories in the food rather than volume or portion size. Let's compare a cup of carrot slices to four saltine crackers. Both snacks have about 50 calories, but the carrots have many more nutrients for the same number of calories. The carrots are nutrient dense; the crackers are energy dense. This is important for people on weight-loss diets. Foods that are low in calories, but high in fiber and other vitamins, will keep you satisfied and healthy while you lose weight

Eating nutrient-dense food will ensure you are getting all the nutrition you need. A nutrient-dense diet won't leave you feeling hungry so maintaining your weight is much easier. Choosing nutrient dense foods can become second nature. Once you understand which foods are more nutrient dense, the rest is easy. Just remember that the foods you eat can affect your health in a big way

Nutrient-Dense Meals

You can prepare nutrient-dense meals by choosing nutrient-dense superfoods and ingredients for your dishes. A nutrient-dense meal should have one serving of a healthy protein source such as legumes, fish, poultry or low-fat meat. One serving is typically about the size of a pack of playing cards. The rest of the meal should be made up of healthy side dishes. Vegetables are always good, even with a little bit of cheese or sauce. Whole-grain pastas, brown rice and wild rice are good choices as well. A green salad with lots of vegetables can make a nice nutrient-dense superfoods side dish or can be a great meal on its own. Clear soups with lots of vegetables are nutrient-dense compared to cream soups which have more calories and are more energy dense.