

NUTRITION

NUTRITION, from 11

consumption of coconut water has trickled down from the natural food stores to the mainstream," says Rodrigo Veloso, founder and CEO of Los Angeles-based O.N.E., One Natural Experience, makers of O.N.E. Coconut Water.

Veloso's company is bringing out a new product, O.N.E. Active, which sports fewer calories than its regular coconut water and adds ginkgo biloba, ginseng and catuaba. It comes in three flavors, including lemon-lime.

Yes, it's true. They are putting the lime

in the coconut.

Already, coconut water has created some big-name buzz. Besides Madonna, Matthew McConaughey and Demi Moore recently invested in Vita Coco, which was founded in 2004 and saw sales jump from about \$4 million in 2007 to \$20 million in 2009, according to Gallego. Meanwhile, Pepsi has invested in O.N.E. A third company in the market is Zico, founded in 2004.

While coconut water sales are growing in the \$40 to \$60 million range annually they're still a drop in the bucket compared to billion-dollar drink brands like Red Bull, says Jeffrey Klineman, editor of Bevn.com, an online review publication on nonalcoholic beverages.

"It's definitely got people excited, but we don't know how big it will be when it reaches the plateau," says Klineman. "The question is, is it a nine-figure plateau or a billion-dollar plateau. Whether they become part of the beverage firmament is still not really settled."

LeAnn Locher, a communications consultant in Portland, Ore., sees coconut water as a way to get the benefits of hydration "without all the sugar," that can come with other drinks. She likes it as the base for smoothies made with frozen fruit, but

is also up for drinking it plain, no need for flavor frills.

"I think it's really refreshing," she says. Fans of coconut water praise it for being relatively low calorie, natural and packed with important nutrients. For example, an 11.2-ounce serving of Vita Coco contains almost 700-milligrams of potassium, more than a banana.

That's a good thing, since fruit-and-veggie-shy Americans often don't get enough potassium, says Andrea Giancoli, registered dietitian and spokeswoman for the American Dietetic Association. At about 60 calories for an 11-ounce serving of plain coconut water, a little more for the flavored versions, the drink delivers good nutritional value. Still, not that many people exercise with the intensity that requires more than plain water for rehydration and some aren't exercising at all, she points out.

"It's perfectly fine to incorporate into part of your diet if you're balancing out the rest of your diet, but I wouldn't believe all the hype," she says. "We live in this world where we're always trying to find the answer to health and the answer to weight. It still takes good old-fashioned exercise and healthy eating."

- Michelle Locke, Associated Press

Sarasota's Premier IN-HOME Fitness Service



Increase
 • Mobility
 • Strength
 • Flexibility
 and Relax

The Fitness Concierge, LLC

Insured • Certified • Licensed

ASK ABOUT OUR FITNESS ROOM DESIGN SERVICE



941-586-6611

www.TheFitnessConcierge.com

ST06618387

Where did Dennis go now?



heraldtribune.com/comics



DENNIS THE MENACE © 2009 North America Syndicate, Inc. World rights reserved.



Alderman Oaks is Downtown Sarasota's Premier Rental Retirement Residence

Independent & Assisted Living

To Register for the Open House, call (941) 955-9099 or go to our website

aldermanoaks.com



Join Us For an Open House

Saturday April 24, 2010 11 AM to 2 PM

Free Barbeque Ribs Lunch, Games and Prizes, and Wellness Screenings Using the Latest Technologies



We Have a Great Time at Alderman Oaks

- ☐ Meet Our Staff, Residents, Family Members, and Fellow Professionals
- ☐ Take a Tour of Our Retirement Community

Games & Prizes

Wii



Corntoss



Experience Some of the Newest Wellness Technologies Available to Residents



Memory Exercises Utilizing the Dakim BrainFitness System



Computer-Based Balance, Posture, and Fall-Risk Tests

ACE HOMECARE

Telemonitoring System to Measure Blood Pressure, Pulse, Oxygen Level, and Weight