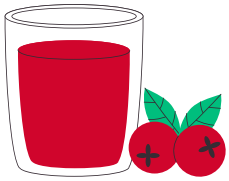
The CRANBERRY INSTITUTE™

CRANBERRY JUICE IS REFRESHING & HEALTHY

Whether you choose cranberry juice cocktail or 100% pure cranberry juice, scientific research supports many health benefits linked with drinking cranberry juice. Enjoy the health-boosting benefits of cranberry juice by drinking a glass straight up or add it to sparkling water or other beverages.



100% Pure Cranberry Juice is Naturally Low in Sugar and Rich in Bioactive Polyphenols

An examination cranberry juice and other juices including chokeberry, pomegranate, and elderberry with no added sugar or preservatives revealed that cranberry juice is a rich source of bioactive polyphenols and **has the lowest sugar content of all the juices.**[1]

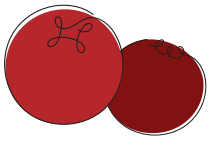
Cranberries and cranberry juice are an important part of a healthy diet.[2,3]

Research on the Health Benefits of Drinking Cranberry Juice

The health benefits of cranberries are well established through decades of scientific research. Cranberry juice itself has been studied to reveal many exciting health benefits.

- **May Help Improve Blood Pressure**

  Drinking cranberry juice might help improve blood pressure. A randomized, placebo-controlled trial of 40 participants found that drinking two cups of 27% cranberry juice cocktail or one cup 100% pure cranberry juice, consumed at one time or divided between morning and evening, for eight weeks led to lower diastolic blood pressure by 1.79 ± 0.9 mm/Hg from baseline.[4]



- **Helps Suppress *H. pylori* Infection Rate**

  The proanthocyanidins (PACs) found in cranberries help suppress *H. pylori*,[5,6] which is the most important cause of peptic ulcer which can lead to stomach cancer. If you don't get rid of an *H. pylori* infection, this increases the chances of getting stomach cancer six-fold.[7,8]

  While more research is needed, drinking cranberry juice containing 44 mg PACs twice daily, found in about 1/2 of cup 100% pure cranberry juice, at morning and night for eight weeks resulted in a 20% reduction of the *H. pylori* infection rate when compared to drinking less juice or a placebo. Regularly drinking this amount of pure cranberry juice has the potential to be a complementary strategy for management of *H. pylori* infection in adults.[9,10]

- **Improves Markers of Cardiometabolic Risk**

  A double-blind trial examined two groups of participants including 56 men and women who drank one cup of low-calorie 27% cranberry juice (LCCJ) or a placebo twice daily for eight weeks. The LCCJ group showed improvements in insulin resistance, blood sugar, triglyceride and C-reactive protein levels, and diastolic blood pressure.[11] Low-calorie cranberry juice is similar to products available labeled "light" cranberry juice.

- **Contributes to Hydration**

  Drinking cranberry juice increases fluid intake, and as a hydrating beverage, this may reduce risk for UTIs. Hydration helps increase urinary frequency and urine flow which helps flush bacteria from the urinary tract, helping to prevent UTIs.[12,13,14,15,16]

No Interaction with Blood Thinner Warfarin (Coumadin®) and Certain Antibiotics When Normal Servings Sizes are Consumed

- **May Help Reduce Rate of Antibiotic Use in Management of UTIs**

  Research suggests that using cranberry juice in the management of UTIs led to a 49% lower rate of antibiotic use than placebo liquid and a 59% lower rate when compared to no treatment.[20]

It's not necessary to completely avoid drinking cranberry juice when using Warfarin (Coumadin®). However, having large amounts daily, such as 1-2 liters of cranberry juice containing 27% cranberry, or taking more than the recommended amount of cranberry juice-based dietary supplements daily for more than 3-4 weeks may temporarily change the effects of Warfarin (Coumadin®).[17,18]

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Clinical research demonstrates that cranberry intake can prevent urinary tract infections, but when an infection occurs, antibiotics are prescribed to treat the infections. When certain antibiotics are prescribed, in some cases food-drug interactions can occur which can change the potency of the antibiotics. A systematic review found no significant interaction between cranberry juice and the bioavailability of amoxicillin and cefaclor.19

- **Possible Benefit of Polyphenol-Rich Beverage for Lipid Metabolism**
  Drinking a polyphenol-rich beverage containing chokeberry, cranberry, and pomegranate juice for eight weeks suggests benefits including reductions in energy intake, improvements in lipid metabolism, which is the process of manufacturing, breaking down, and storing fat in cells for energy,[21] modulation of phosphodiesterase in platelets, which helps regulate heart and blood vessel contraction,[22] and maintenance of DNA integrity.[23]

- **May Reduce Severity of Rheumatoid Arthritis in Women**
  Research suggests that drinking 16 ounces of low-calorie cranberry juice daily for 90 days may reduce severity of rheumatoid arthritis in women. The benefit may be due to the bioactive compounds found in cranberries including the polyphenol resveratrol and the flavonoid quercetin.[3,23,25]

Sipping 100% Fruit Juice Helps You Meet Your Daily Fruit Servings Goals

The recommended amount of fruit servings daily is two cup equivalents, and about 80% of Americans don't get enough fruit every day. Older adults are encouraged to increase fluid intake, such as 100% fruit juice, to support fluid intake to prevent dehydration.

One cup of 100% fruit juice will help you get halfway to your daily fruit servings goal![26]

Drinking 100% Fruit Juice Every Day is Linked to Higher Nutrient Intake and Better Diet Quality

100% fruit juice drinkers had significantly higher intake of calcium, magnesium, potassium, thiamin, folate, vitamins B6, vitamin C, vitamin D, and beta-cryptoxanthin. All the nutrients - except thiamin - increased with an increasing level of 100% fruit juice intake.[27]

According to an examination of National Health and Nutrition Examination Survey (NHANES) 2013-16 data from more than 10,000 U.S. adults, drinking 100% fruit juice daily was associated with higher nutrient intake and better diet quality marked by a 10% higher Healthy Eating Index (HEI) score.[27]

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