



RAISING THE BAR



If you're looking for fibre—to cut your risk of heart disease, diverticulitis, or constipation—you can't do better than wheat bran. But

until now, only a few foods—mostly bran cereals—were bursting with it. Now Kellogg has transformed one of those cereals into its new All-Bran Bars.

The bars aren't quite as good as their namesake. A half-cup of All-Bran Original cereal has 12 grams of fibre and seven grams of sugar. In contrast, each All-Bran bar has four grams of fibre and eight or nine grams of sugar. And although a bar is a good source of zinc and thiamin and has decent levels of iron, magnesium, and folate, you don't get the calcium and protein you'd get from a bowl of cereal with low-fat or skim milk.

But for a bar, All-Bran's numbers are impressive. Most granola or cereal bars have only a gram or two of fibre. Kashi GoLean bars have five grams of fibre. But they're more than double the size, so they also have 30 to 35 grams of sugar and nearly 300 calories, thank you very much.

All-Bran Bars have 130 calories. A bonus: they've got only 1 1/2 grams of saturated fat and no trans fat. And you can choose from equally tasty Original or Honey Nut Flavour.

Running out the door? Not in the mood for milk? Grab some fibre to go.

Kellogg: (888) 876-3750.

SNEAKY COW

You've got to hand it to the folks at Nestlé. Choosing a brand name like The Skinny Cow for its frozen desserts was brilliant.

They sound like foods that help the pounds melt away, yet Nestlé needn't worry (until December 2005) about violating Health Canada's new rules on label claims.

Nor does it have to worry about selling foods that are good for its customers' health.

Take The Skinny Cow Caramel & Almond Carb Select Frozen Dairy Dessert Bars. Each 150-calorie bar is sweetened with sucralose and lactitol, so it has only "2 g of sugars per 80 mL bar." Those safe sweeteners mean a savings of 50 calories vs. a Nestlé Crunch ice cream bar or 100 calories vs. a President's Choice Caramel Toffee Crunch bar. But you pay a price.

Thanks to cream (on the inside) and coconut oil (in the coating), each Carb Select delivers nine grams of saturated fat—nearly half a day's worth—into an unsuspecting dieter's blood vessels.

A Creamsicle, Fudgsicle, Häagen-Dazs Sorbet & Yogourt, Tropicana Orange'N Cream, or dozens of other similar items, on the other hand, keeps the calories in the 50-to-100 range with virtually no sat fat.

Nestlé's bovine may be skinny, but she's headed straight for the Cardiac Cow Unit.

Nestlé: (800) 387-4636.



TIP OF THE MONTH

Keep a bag of frozen blueberries on hand for a quick wintertime smoothie made with low-fat milk, a ripe banana, and a handful of berries.

Photos: Nick Waring.

About CSPI, publisher of Nutrition Action Healthletter



The Centre for Science in the Public Interest (CSPI), founded in 1971, is an independent non-profit consumer health group. CSPI advocates honest food labelling and advertising, safer and more nutritious foods, and pro-health alcohol policies. CSPI's work is supported by Nutrition Action Healthletter subscribers and foundation grants. CSPI accepts no government or industry funding. Nutrition Action Healthletter, which has been published since 1974, accepts no advertising.

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