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http://valiber.com/article/orange_juice-eng

How Sweet is 100% Squeezed Orange Juice?

Tel Aviv – 5-July-2016 - Taste is intangible, mysterious. We know what we like, yet we can never fully explain it. Wherever you go in the world, you can find 100% Squeezed Orange Juice. Wherever you buy it, you know what taste you are getting. Or do you? To explain the difference in sensations, Valiber created a scale to communicate taste in an objective way, so that everyone can understand and share it.

Here are the results of 6 top 100% Squeezed Orange Juice brands;

How Sweet is 100% Squeezed Orange Juice?



The amount of sugars is calculated based on the manufacturers' Nutrition Facts as published on their websites. Sweetness Val is calculated using the Valiber Sweetness Calculator iOS app. Valiber™ Ltd 2016 © All rights reserves | www.valiber.com

The Val scale is a patent pending universal method and system for communicating sensations like sweetness, saltiness, bitterness, sourness and umami, all indicated in units of Val.

For example: 1 Val of sweetness = 3.423g of white sugar in 1liter of water. Valiber then used this scale to compare the sweetness Juices.



Here are more detailed results of 6 top 100% Squeezed Orange Juice brands:

Brand	Sugars (gr. in 12 fl oz)	Source (Click the link)	Sweetness Val
Naked Juice	33.0	Naked Juice	27
Odwalla	35.5	Odwalla	29
Ocean Spray	33.0	PepsiCo	27
Tropicana	33.6	PepsiCo	28
Minute Maid	34.5	Minute Maid	28
Simply Orange	34.5	Simply Orange	28

The sweetness of 100% Squeezed Orange Juice
Sweetness Val is calculated using the [Valiber Sweetness Calculator](#) iOS app.

Yuval Klein, Founder & CEO of Valiber, wants to change the way the world thinks about taste: "Too often, our taste preferences are predetermined by the industry. I want people to be able to understand and communicate how sweet they really like something. And I want to enable people to create drinks according to their own taste".

"We live in a world where we can describe and share everything; from the temperature outside to the depth of your pool. Yet we find it difficult to express *how* we like something. Imagine walking in a supermarket and being able to compare different tastes of brands, food & drink, and understanding from the packaging alone, what we would like better. Amazing! Soon, expressing our taste sensations in Vals will be a common part of our culinary culture."

In order to enable everyone to understand their sweetness preferences, Valiber has released its online [database](#) with thousands of different soft drinks and juices from more than 100 international brands – all indicated with their different sweetness levels.

Calculate the sweetness of drinks yourself with the [Valiber Sweetness Calculator](#) iOS app.

Related issues:

- [How sweet is Coca-Cola?](#)
- [How Sweet is 100% Apple Juice?](#)
- [How Sweet is 100% Grape Juice?](#)
- [How Sweet is 100% Cranberry Juice?](#)
- [How Sweet is 100% Pomegranate Juice?](#)

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