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How sweet are 100% Fruit Juices?

Tel Aviv – 26-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% Fruit Juices. 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 for the average sweetness of: 100% - Cranberries, Grapefruit (Ruby Red), Orange, Apple, Pomegranate and Grape juices.

How sweet are 100% Fruit Juices?



valiber 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.

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



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- [How Sweet is 100% Squeezed Orange Juice?](#)
- [How Sweet is 100% Apple Juice?](#)
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- [How Sweet is 100% Cranberry Juice?](#)
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