**ABSTRACT**

# **JUICE LABEL VS REALITY CHECK:**

The "Juice Label vs Reality Check Analysis" project investigates how accurate the information on juice labels really is. Many consumers choose juices thinking they are making healthy choices, especially those labeled as "100% juice" or "natural." However, there are growing concerns that the nutritional claims on these labels may not always reflect the actual contents of the products.

In this project, we will collect a variety of juice products from different brands, including pure juices, juice blends, and juice drinks. We will carefully examine the nutritional information provided on the labels, such as sugar content, calories, and vitamins. To ensure accuracy, we will compare this information with results from laboratory tests that measure the real nutritional content of the juices.

Using data analysis techniques, we will look for patterns and differences between what the labels claim and what is actually in the bottles. This analysis will help us understand how often juice labels are misleading.

The goal of this project is to uncover any misleading claims in the juice industry and to educate consumers about making informed choices. By providing clear and accurate information about the true contents of juice products, we hope to encourage honesty and transparency from juice manufacturers, ultimately helping people make healthier decisions for themselves and their families.