



Wednesday, March 23, 2016

## Trends: Functional Ingredients-Healthy Hydration -Active Lifestyles

### ATHLETE-LIFESTYLE OPTIONS for DRINKING WELL

The growing movement in **food transparency** (think natural sourced food coloring-vs artificial, Vermont's GMO labeling law-causing household name companies-Kellogs, General Mills - to label *correctly* etc)...also applies to beverages.

AND...

The growing awareness of the obvs link between super-sized sugary drinks and obesity-diabetes...getting everyones attention---is opening up hydration opportunities for functional ingredients loaded into beverages...to challenge the likes of Vitamin Water.

**Teas** have been a medicinal fav for generations-and are found worldwide. Healing-beneficial properties from indigenous herbs and plants-steeped in water-tasty or not-now occupy American grocery store shelves -online options- way beyond the *Lipton Tetley Snapple* we grew up with.

NEW:



**Brassica** harnesses the super anti- oxidant-anti-inflammatory Glucorphanin which is found in abundance in raw broccoli and manages to deliver a meaning daily dose via its **Truebroc™** extracted from broccoli seeds- in black and green teas-regular and decaf versions available. We tried the "All -Natural Chinese Sencha Green Tea" packaged in a tea bag...and it tasted pretty much like regular green teas of other brands...with a hint of orange.



Seal

RSS



Trar

Sele

Power

Feat

Health  
Eats, 1Functio  
Showca  
are eat  
heavy cBlogs  
To E

▼ 201

▼ 1

soon available-this really is what interests us-the K Cup coffee from Brassica...with the long lasting antioxidant truebroc™ in a light or dark roast. Not available yet-but as coffee fanatics...we've been waiting for a java drink that boasts the healing properties of teas.



**RISHI No Leaf Unturned™**-a leading importer of certified organic teas and exotic botanicals -has been serving up loose leaf teas and tea sachets since 1997.



NEW from **Rishi** =A very tasty Tumeric Ginger Chai-naturally caffeine free-with aromatic ingredients acclaimed for their anti-inflammatory-digestive properties. We actually take turmeric supplements (YouTheory, Gaia's Turmeric Boost) and make our own ginger tea *everyday*- as big believers in the healing properties of these traditional Aryuredic herbs-so this GMO-free, gluten free, shelf stable tetra pak RISHI drink is a welcome spicy sip in hot or cold weather. Made from filtered water, organic ginger root, organic turmeric root, organic lemongrass, organic cane sugar, organic lemon juice concentrate. MSRP \$6.99  
FYI-cocktail ready-pair with rum-ginger beer or vodka...and garnish-insta sophisticated and after a race-it is time to CELEBRATE.



At the Fancy Food Show---Matcha-a primo Japanese Green Tea (has a distinct taste) is the 'hot buzzy' ingredient for drinks...Rishi has travel ready packets-USA Organic Tea Powder Sticks that dissolve in cold water-imparts a bit of energy-and is something we wish race directors stocked at the water breaks in all the races we do.



**Super Herb Teas**-- 7 beneficial blends-some USDA Organic...of well known protective plants-combined with palate pleasing spices, teas and fruit extracts. We tried the Dandelion tea-USA Certified Organic based on this small flower that is found just about everywhere. The Republic of Tea's version-combined with French vanilla, -delivers full body flavor--not as much as coffee-but close, and is also caffeine free. Would make a good after-meal sip-with natural digestive properties.

**The Republic of Tea**-offers a wide variety of tea based options-also based on the traditional healing properties of botanicals, herbs and

teas.



**Super Green Tea**- USDA Organic premium Green and Matcha tea blends-combined with functional herbs=healthy drinks with positive side benefits -we tried the Serenity version-with organic lavender, holy basil and chamomile-all known calming soothers...paired with hints of vanilla and honey-for a tad spicy-sweet sip. \$13-for a pretty tin of 36 tea bags.

**WATER PLUS**---flavored with fruits-herbs -hydration with a delicious twist

#evenbetter!



**Ocean Spray**-an iconic American cranberry company-takes the sweet tarty fruit blessed with natural anti-oxidants...pairs with purified water=new **PACT**-a refreshing drink that is so inhale-able-we finished our sample before we even got home. Four flavors available including the pictured above, Cranberry Pomegranate -and below-Cranberry Raspberry-all delivering the power punch of 50 cranberries. Low calorie-sweetened with Erythritol and Stevia. In water section fyi...we found at CVS, Target, Walgreen's...



Power Ac  
and Olivi  
German .  
Allison M  
ALLY Alm  
Aloe Ve  
Alpha li  
Dolan A  
Academ  
Reconst  
American  
American  
AMIGOS  
Abraham  
Anastasi  
Gallimore  
Angel Sc  
Sweden  
Annual I  
Ant-Agini  
**Treatm**  
AEROBA  
Behn Ap  
Apps Aq  
Ariat A  
ArmPock  
ArtDeco J  
Tedeschi  
Collective  
Mittens  
Athletic  
Snowsho  
Headph  
Teboul  
Avalanch  
B B.T.Mc  
bacio 61  
**Backpa**  
**Makeu**  
Baggallin  
Baileys B  
Bang&Ol  
Barbie®  
bareEsce  
bareMini  
BASF Can  
BBQ Hot  
Beanitos  
Dre Beat  
**Beauty**  
Linens I  
Sarajpou  
Belluci B  
Envy Belt  
Caramel  
**Norway**  
Fashion  
**Fashion**  
**Fashion**  
Week S  
Bernarda  
Bernie A  
Townes  
BetterBa  
**Bibhu A**  
Bicycle i  
Chickpea  
NONETHI  
GLOW Bli  
Billy Jea  
BioLite E  
Black BI  
Black Lc  
Straps Bl  
Blair's Bl  
Bandana  
Bluesmit  
Closure  
Bobby Br  
**Body C**  
**BOGNE**  
Bonne  
**Bookma**  
Wines Bl  
Born Fr  
**Canyon**  
Boy Cher  
Legends I  
**Spring**  
Fulton Br  
**Bridal I**  
Week Ne  
**Spring/s**  
Nails Bro  
Brooks  
**Brunton**  
Bubbles I  
Bull Box  
Bumsuk  
Bushnell  
Butter  
**Bags C**  
Walala C



[DRY Soda Co. Sparkling](#) beverages-handsome bottles-craft flavored waters...that we have seen more and more in specialty and grocery stores. Our fav -unusual and tasty Lavender---or the refreshing Cucumber-delicate balance of flavor---practically addictive. New-Fuji Apple Dry Sparkling-made with four ingredients---naturally gluten, caffeine and sodium free. Available exclusively at Target till September 2016. IMO all flavors pair well with foods-or can be part of many cocktail recipes.

Posted by J Ecochard at 11:32 AM



Recommend this on Google

Labels: [Brassica](#), [DRY Sparkling Waters](#), [Editor Showcase](#), [Gourmet Drinks](#), [Hydration](#), [Nutrition](#), [Ocean Spray PACT](#), [Republic of Tea](#), [Rishi](#)

[Newer Post](#)

[Home](#)

[Older Post](#)

Bech Cal  
Cannond  
Deleving  
Gourmet  
Carlos Sc  
Steffens  
Caroline  
Carrie Ha  
Catalyst  
1533 Ca  
Cheryl B  
2015 C  
UNVEIL  
Chaka K  
CHAOS  
Adventur  
Ranson  
Chateau  
Chef SN  
Cherry Ju  
Children  
Chinese  
Chocolov  
Chris Cox  
Greene  
Christop  
Cinderell  
Clairisoni  
Trails Cle  
Bars Clir  
Clover Co  
Coal Col  
COFFEEB  
Colette  
Colorado  
Headpho  
Compre  
Compulsi  
Candime  
Conserva  
Consum  
Product  
Associati  
Coolers  
Copperto  
Power Co  
Como Co  
Group Lu  
Castello  
D'armes  
Nokes I  
Craghop  
Moon S  
Ronaldo  
Crunch F  
Médoc C  
New Yorl  
Oches Cu  
Shoes Cu  
Cutler C  
Insoles  
Dakine  
Daniel K  
Danner  
Yogurts L  
Tough  
Dave's Ki  
David Ha  
Tale Dav  
DC Snow  
Vodkas  
Denim  
DermaSw  
DESCENT  
Essential  
Devin Mc  
Digital D  
Digital Sp  
Jeans Di  
DL1961 L  
Vocca De  
Perkins L  
Baumann  
Dr. Jacor  
Mart Dr  
Schweige  
Collection  
DRINKTA  
Waters  
Ducati D  
Pack Dup  
E. Shaw  
Eagle Cr  
Earthies  
Product  
Ebony W  
Eco E  
Showca  
Etienne  
Electroni  
Element  
Arden Ell  
Elliott  
EMBRYO

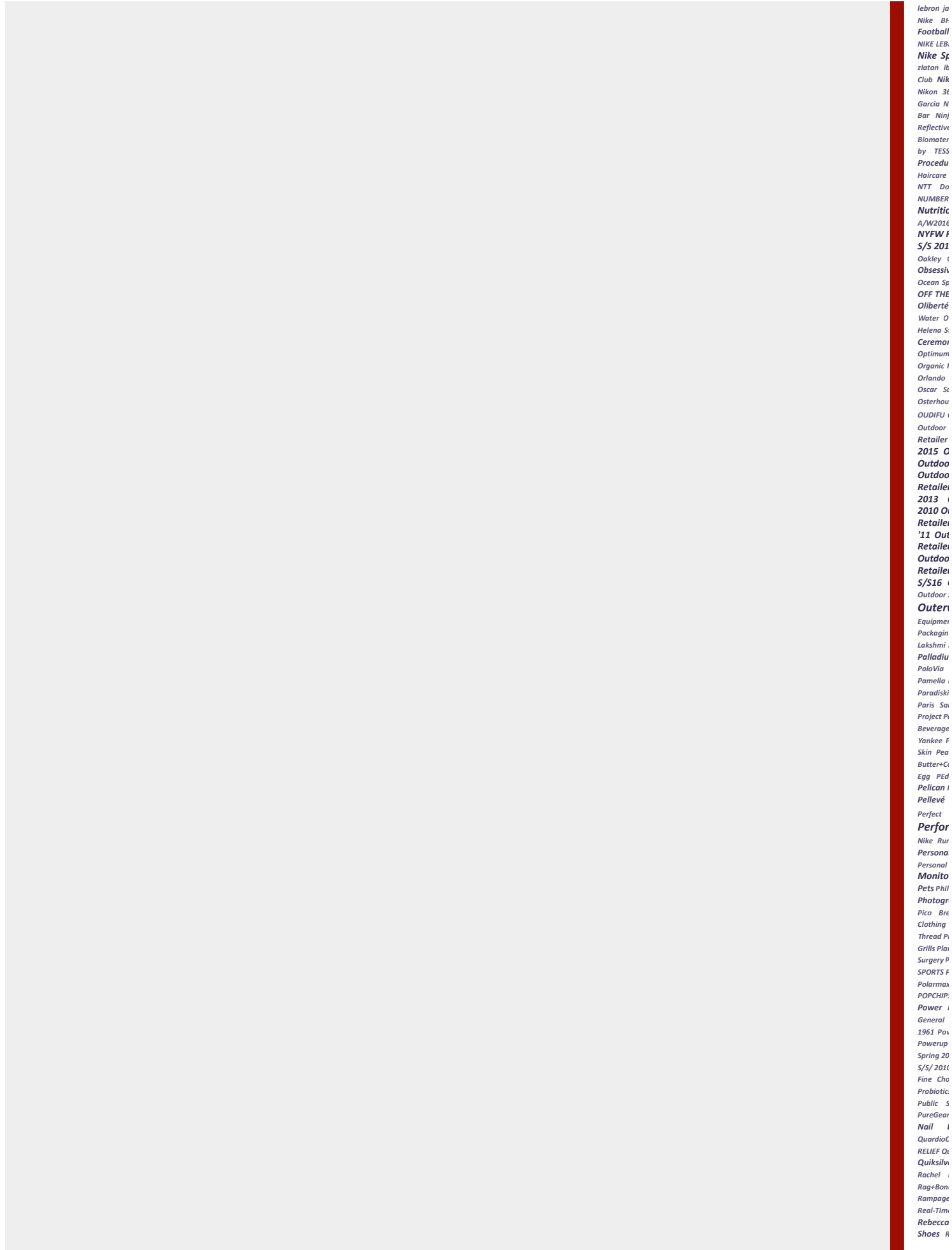




COLOR  
Saunders  
EMU  
Endurance  
EnerPlex  
Retailer  
Entertai  
Medical  
Epicurean  
Esquire  
Essie  
Aligner  
Eureka  
Evening  
Evolve  
Exhale  
Milano  
Facial  
Fragola  
**Fabrics**  
Façonna  
Trade  
Peacock  
Farah  
  
Culture  
Fashion  
Bug  
Fashion  
York  
Fabulous  
Smitten  
Romero  
Films  
Fioren  
Fishing  
Fitness  
Fjällräv  
Michon  
Welch  
**Food**  
game  
**Footw**  
Forever  
Wear  
Italian  
Fragranc  
Fragranc  
Daly  
Nars  
Constant  
Rothman  
Sales  
Furnitur  
Gabe  
Pop-Up  
Garnier  
Gearhart  
Butter  
Monster  
Georgina  
Pistachio  
Edwards  
Scouts  
Glass  
Glenora  
Zero  
Go  
Institute  
Gear  
SURROU  
Gourmet  
**Snacks**  
Graftob  
Granite  
Mills  
Handbag  
Grundens  
Guido  
Gumuchi  
**Brown**  
**Essenti**  
**Hairca**  
Hammac  
Silk  
Murray  
Hard  
Harley  
Stone  
Global  
health  
Snacks  
Daus  
**Hansen**  
Heluva  
Winery  
of  
High  
Hiking  
Hobie  
**Holida**  
Jewelry  
Home  
Stinger

Recheba  
 Hotels Hu  
 HSN Hu  
 Hydrapal  
 HydroFlo.  
 Hyperven  
 Coloniali  
 Icebug I  
 iHOME  
 imPRESS  
 InGenuity  
 Insulated  
 Milan  
 Cosmeti  
 Interna  
 Tradesl  
 Apparel  
 Isaac M  
 Gourmet  
 Italia Inc  
 IZLLA J I  
 Jabra Ja  
 Jackie Ra  
 Jamal Crc  
 Kaliardo  
 Jan Arno  
 Jason Mc  
 JBL Head  
 JCPenney  
 Jeffrey i  
 Jen+Joe's  
 Packham  
 Jessica S.  
 Jim Villa  
 Joakim H  
 Jody For.  
 Atencia  
 Rich&Bro  
 Jolen Be  
 Jonathan  
 Jordan i  
 Jewelry  
 Cosmetic  
 Jun Tak  
 Just Th  
 K.I.D.S./F  
 Traders  
 KANYE W  
 1 Kara F  
 Kate Cie  
 Kwei Kat  
 Hughes  
 Kaufman  
 Keith Car  
 Kératase  
 Aucoin Ki  
 KID TRAJ  
 King Arth  
 Face KIS  
 COUTURI  
 Kleen Kc  
 Winery H  
 Kodiak K  
 Kork-Ea  
 Mormolu  
 Nations i  
 L'Oreal  
 Professio  
 Women  
 Sportiva i  
 Week sz  
 Maison  
 Quintiny  
 Sportiva i  
 Lacoste  
 Lacoste  
 LAIMA  
 Chocolat  
 Lancaster  
 Canvas  
 Enhancer  
 Laughing  
 Mercier  
 Laurence  
 Laviv™  
 Quotidien  
 and Sno  
 Leave N  
 Leggiadr  
 Leisure i  
 Levi's L  
 Liberty Lc  
 Lids Life i  
 Sneake  
 Kefir Pro  
 Lightspee  
 Cole Lilly  
 Linens III  
 in Digita  
 Laces™ L  
 Granola  
 Fashion  
 London  
 LORISSA

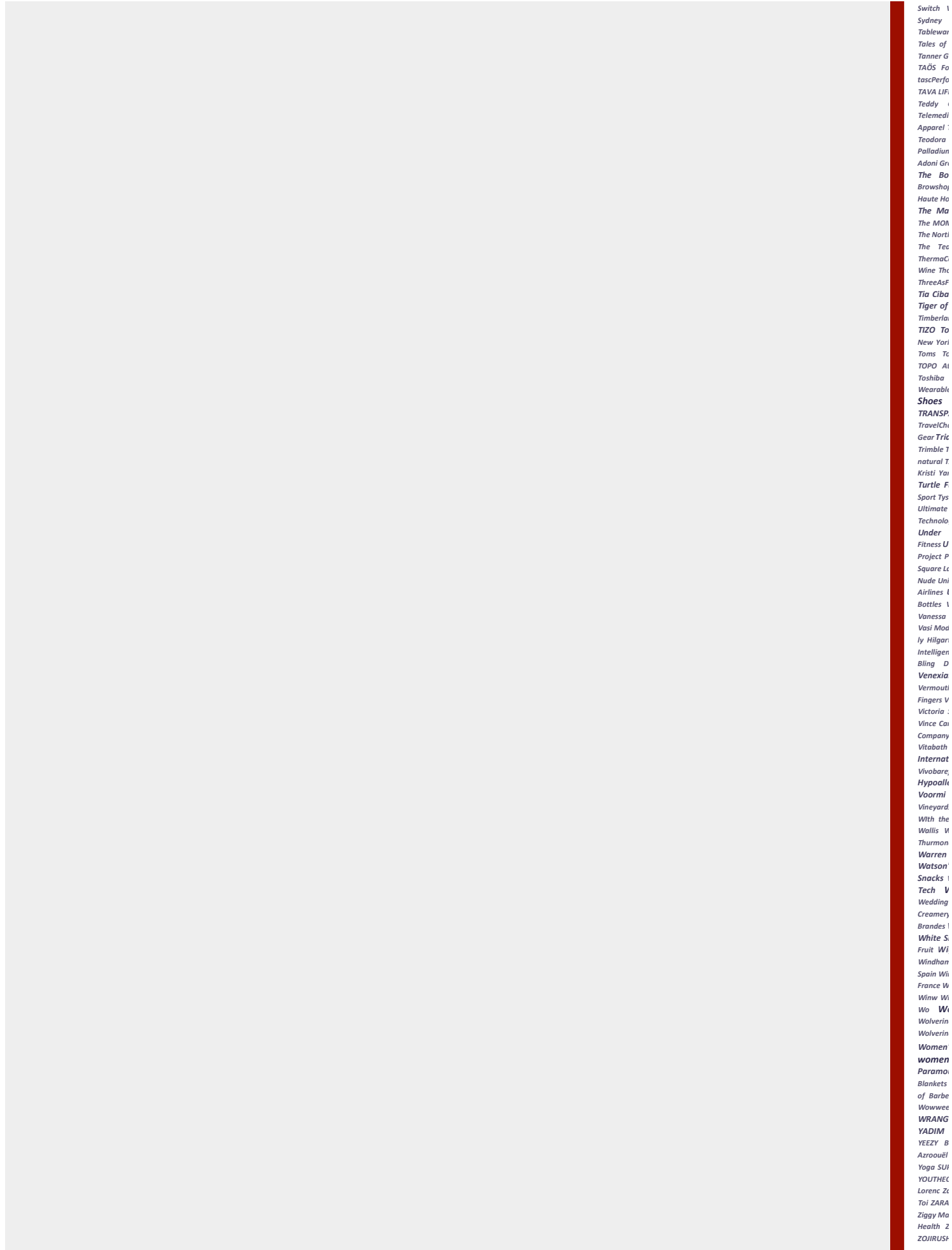
Horizons  
Beets Lav  
Lucky Br  
Tattoos  
LUMINES  
LUNA Bai  
LVX Lyco  
M.Asam i  
M&Ms  
Macaron.  
Nature I  
CRAFTED  
MADE+CI  
Magellar  
MAIANS  
Make-Up  
MakeUp  
MakeupA  
Cowboy  
Oriental  
Sets Mai  
Mansur i  
Maple V  
Jacobs A  
Nike fo  
Sharapo  
Webb M.  
Markus  
MARR In  
Headpho  
Martin i  
Crackers  
Bernson I  
Maven N  
New York  
McGrego  
MDSolar  
Spa 44  
Global M  
Melitta®  
**Men's**  
**Men's**  
Men's i  
grooming  
Meow  
Week/Mi  
2009 M.  
Mew Yoi  
Mi. Mic  
Michael i  
miCoach  
Promise I  
Milk St  
Laurenza  
**Makeup**  
Mio Alph  
Pop Mis  
models i  
Mojo N  
Moncler  
Monthly  
Mordeka  
Mossy i  
Mountain  
**Mounta**  
Mountain  
Mrs. Fre  
Taffee M.  
Multispo  
Mustang  
Dry Sec  
Mykita i  
Art Tren  
Taylor Sw  
Perdis Nk  
Nathan<sup>13</sup>  
Conferen  
National  
Running i  
Nature's  
Naya n  
Earthqua  
**New B**  
Museum  
**York Fa**  
**Fashion**  
York Fi  
New Y  
2012  
Fall/Wi  
**Week 5**  
**Week**  
**Fashion**  
**Fashion**  
Fashion  
**Fashion**  
New Yor  
Pita Chip  
NFL and  
Nicole A  
Emporiu  
Nike Basi  
11 South



lebron ja  
Nike B+  
Football  
NIKE LEB:  
Nike S:  
zlatan it  
Club Nik  
Nikon 3t  
Garcia N  
Bar Ninj  
Reflectiv  
Biomater  
by TESS  
Procedu  
Haircare  
NTT Do  
NUMBER  
Nutritic  
A/W2016  
NYFW f  
S/S 201  
Oakley i  
Obsessiv  
Ocean Sp  
OFF THE  
Oliberté  
Water O  
Helena S  
Ceremoi  
Optimum  
Organic i  
Orlando  
Oscar S  
Osterhou  
OUDIFU i  
Outdoor  
Retailer  
2015 C  
Outdoo  
Outdoo  
Retaile  
2013 i  
2010 O  
Retaile  
'11 Out  
Retaile  
Outdoo  
Retaile  
S/S16 i  
Outdoor:  
Outen  
Equipme  
Packagin  
Lakshmi i  
Palladiu  
PaloVia  
Pamella i  
Paradiski  
Paris Sa  
Project P  
Beverage  
Yankee F  
Skin Pea  
Butter+C  
Egg PED  
Pelican i  
Pellevé  
Perfect  
Perfor  
Nike Rur  
Persona  
Personal  
Monito  
Pets Phil  
Photogr  
Pico Bre  
Clothing  
Thread P  
Grills Pla  
Surgery P  
SPORTS F  
Polarma  
POPCHIP:  
Power i  
General  
1961 Pov  
Powerup  
Spring 20  
S/S/ 201  
Fine Cha  
Probiotic:  
Public S  
PureGear  
Nail i  
QuardioC  
RELIEF Qi  
Quiksilv  
Rachel i  
Rag+Bon  
Rampage  
Real-Tim  
Rebecca  
Shoes R



Rocker R  
**Redingto**  
 Reflectiv  
 ReGenic  
 Remingt  
**Republic**  
 2009 R  
**Restau**  
 RHONE R  
 Ricky'sN  
 Rihanna  
 ID Road  
 Robeez R  
 Rocky S.  
 Santana  
 Jennings  
 Rosé W  
 Salve R  
 Rotenier  
 Snowboa  
 Chapelle  
**Runnin**  
 Ruthie D  
 York Fa  
 Sable+Ro  
 Sada Ito  
 Sage Sail  
 ROOTS S  
 Salon G  
 Salute T  
**Pleet Sa**  
 Samsung  
**Sanda**  
 Kay Saul  
 Children  
 Berger S  
 Schumaci  
 Scott Sp  
 Watch L  
 Media Pl  
 Selima i  
 Sengled  
 Sephora  
 Seventee  
 Chocolat  
 SoCaps i  
 Heiress  
**Sherpa**  
 Jewelry  
 shops Sh  
**2012 Si**  
**2015 SI**  
 DERMAL  
 SimySkin  
 Ski Ski  
 Vermont.  
**Skinca**  
**SKINS S**  
 Sleep A  
 Slumberj  
 Smart  
 Smashbo  
**Snacks**  
 sportswe  
 Essential  
 Lizard Sm  
**Snowbo**  
 SNOWM  
 Soap Cau  
**Socks S**  
 SOL Sol  
 we bet w  
 Solo One  
**Square**  
 Action C  
 Systems  
 Spain's i  
 Sparkle C  
 Olympics  
 Foods Sp  
**Sports**  
 SPRUCE S  
 Stanley  
 Static i  
 Stella+De  
 Steve Ne  
 Stoncyfie  
 Kroner St  
 Volt Stu  
 StubbySt  
 Serum St  
 STYLE36  
 Beauty S  
**Care S**  
 Farms si  
**Sunglas**  
 Sunology  
 Super.Na  
 Boots i  
 Surfwea  
 Kaufman  
 Rae Sw  
 Scarlett i  
 Goggles



Switch  
Sydney  
Tablewa  
Tales of  
Tanner G  
TAOS Fo  
tascPerfo  
TAVA LIF  
Teddy  
Telemedi  
Apparel  
Teodora  
Palladiun  
Adoni Gr  
The Bo  
Browshoj  
Haute Ho  
The Ma  
The MOA  
The Nortl  
The Tec  
ThermaC  
Wine Thc  
ThreeAsF  
Tia Ciba  
Tiger of  
Timberla  
TIZO To  
New Yori  
Toms Tc  
TOPO Ai  
Toshiba  
Wearabl  
**Shoes**  
TRANSP  
TravelChi  
Gear Tric  
Trimble T  
natural T  
Kristi Yai  
Turtle F  
Sport Tys  
Ultimate  
Technolo  
Under  
Fitness U  
Project P  
Square Lc  
Nude Uni  
Airlines l  
Bottles l  
Vanessa  
Vasi Moa  
ly Hilgar  
Intelligen  
Bling D  
Venexia  
Vermouti  
Fingers V  
Victoria :  
Vince Cai  
Company  
Vitabath  
Internat  
Vivobare  
Hypoall  
Voormi  
Vineyard  
With the  
Wallis W  
Thurmon  
Warren  
Watson'  
Snacks l  
Tech V  
Wedding  
Creamery  
Brandes l  
White S  
Fruit Wl  
Windhan  
Spain Wi  
France W  
Winw Wl  
Wo Wl  
Wolverin  
Wolverin  
Women  
women  
Paramoi  
Blankets  
of Barbe  
Wowwee  
WRANG  
YADIM  
YEEZY B  
AzroouEl  
Yoga SUI  
YOUTHEC  
Lorenc Zc  
Toi ZARA  
Ziggy Ma  
Health Z  
ZOIRUS



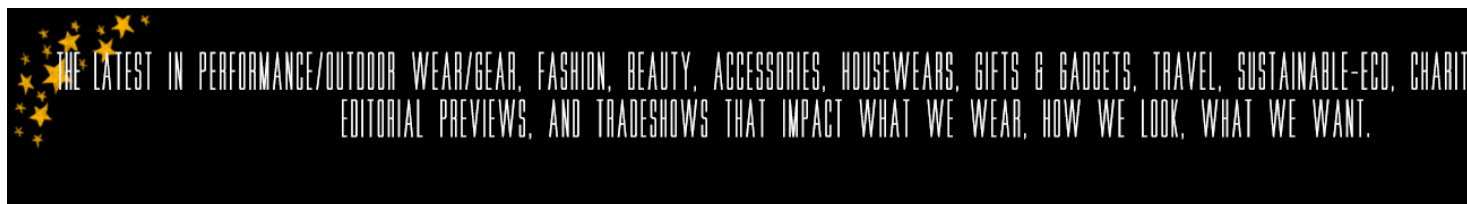
Follow  
on  
Instagram



Legal

All text  
picture:  
copyrig  
LyraMa  
except  
credite  
source  
indicate

\*\*\*



Copyright: LYRAMAG©. Awesome Inc. template. Powered by [Blogger](#).