

COCONUT WATER 101

By Dr. Karen F. Viera, PhD Nutritionist

Three Truths You Should Know Before Going Nuts

There's a buzz going around regarding the special attributes of coconut water as a beverage that hydrates better and faster than spring water or even popular sports drinks.

More and more people are discovering some very interesting facts such as coconut water's high concentrations of potassium and magnesium and that coconut water shares the exact same pH and electrolyte balance as human blood and is also 100% naturally sterile is generating quite a bit of interest.

All the facts are, just that, facts. No fat, low in sugar and cholesterol can be included among them. Even some old wives tales regarding coconut water are proving themselves to be more legitimate than legend.

For example, the FDA (an agency that rarely wastes time saying anything good about anything) announced pure coconut water can help reduce the risk of high.

You're ready to dash out the door and buy some, aren't you? Wait. There's some very important information you need to know before shopping for coconut water as if were a commodity.

Truth 1: The moment coconut water is exposed to light and air it begins to lose some of its nutritive qualities and the taste can be affected as well. Look for the coconut water that goes from nut to container the fastest and is protected from the elements as much as possible during the transfer.

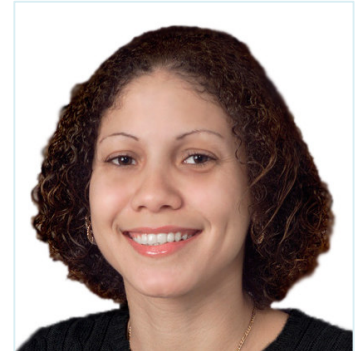
Truth 2: Not all coconuts produce water that tastes the same. Some countries grow coconuts with a more bitter taste and some with little or no taste at all. Then there are coconuts that produce a slightly sweet, almond-like flavour.

Truth 3: There is a very short window of opportunity to get the water when it's at the flavour and nutritional peak. Water has to be harvested from 'young' coconuts (but not too young). Beware that with the anticipated explosion in popularity of coconut water there are companies that rush to get their product to market and ignore this quality control step.

To my knowledge, there is only one major coconut water brand delivers a bottled product that is careful to work around all three of these facts: Cocofina. By putting significant emphasis on their patented process, their product is the best one in stores based on nutrition and taste.

Even if you were to get lucky and find a green coconut in the produce department and go through the trouble of cutting it open to get the water, there's such a slim chance of it being as tasty and nutritious as Cocofina.

If you want to buy bottled coconut water and get an experience that is as close to 'fresh from the nut' as possible then remember the importance of the selection and processing. Don't waste time or money on any coconut water that doesn't stimulate your taste buds and health.



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