

What makes a beverage “healthy”?

Sugary beverages, like soda, contain lots of calories and few nutrients. As a result, consuming these beverages can increase your risk of type 2 diabetes, heart disease, and obesity.

Beverages that have few, or zero, calories per serving are healthier choices. The best options include:

- Water (including tap water, bottled water, sparkling/seltzer water, mineral water, or water with a splash of 100% fruit juice)
- Tea or coffee (plain, or with a small amount of sugar and/or low-fat or skim milk)
- Low-sodium vegetable juice (such as V8)
- Low-fat or skim milk
- Low-calorie bottled or fountain beverages
- Smaller quantities of less-healthy beverages, when necessary to serve



What to look for on a nutrition label:

1. Check the quantity of the serving size. Often, this is only half of what's in the bottle or container!

Nutrition Facts	
Serving Size 8 fl oz	
Servings Per Container 2	
Amount Per Serving	
Calories 35	
	% Daily Values*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Sodium 18mg	1%
Total Carbohydrate 9g	3%
Dietary Fiber 0g	0%
Sugars 9g	
Protein 0g	0%

*Percent Daily Values are based on a 2,000 calorie diet.

2. Find the number of calories per serving. Under 50 is pretty good; 0 is even better!

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Healthy Beverages:

A Guide for Restaurant
and Bar Proprietors
in Cambridge





...making it easier for people to eat healthy and be physically active!

Jazz up your water!

Adding healthy ingredients, like fruit, to water can make it more fun and appealing to customers. Flavoring water makes it taste a lot like a juice drink or a soda, while remaining a healthier alternative. Generate excitement with some of these fresh and healthy beverage choices on your menu:

Cucumber Mint water

- 1 medium sliced cucumber
- 4 fresh mint leaves
- 1 gallon of water

Strawberry basil water

- 16-20 sliced strawberries
- 12 fresh basil leaves
- 1 gallon of water

Apple cinnamon water

- 2 sliced apples
- 1 splash of apple juice
- 2 teaspoons of cinnamon
- 1 gallon of water

Orange vanilla water

- 2 sliced oranges
- 1 teaspoon vanilla extract*
- 1 gallon of water

Lightly mash the oranges in the bottom of the pitcher to release some of the juice.

For each recipe, allow fruit to infuse water overnight in refrigerator.

*Note: Most vanilla extract contains alcohol; the total quantity is negligible, but if serving someone who has been instructed to fully avoid alcohol, you can use an alcohol-free brand made with glycerine.



Smart beverages: steps you can take

Customers are increasingly looking to spend their money at businesses that offer healthy choices. Below are a few easy ways to attract clientele, increase customer satisfaction and improve customers' health. Some of these ideas come directly from Cambridge proprietors and are already proven to be local best practices!

Offer a variety of waters

Establishments can make water "special" by offering a variety of different types (such as bottled, tap, seltzer, or flavored).

Promote healthy drink choices

Draw customers' attention to healthier beverage options to increase their likelihood of buying these items. Consider encouraging staff to point out smart choices by highlighting them with in-store signs or graphics on your menu. You can also use social media to let customers know which healthy choices you're offering.

Skip the free refills on soda

Free refills on sugary beverages can cause customers to consume far more calories than they realize or want. Charging for a second soda is better for public health and for your budget.

Limit cup size

Keeping cup size to a maximum of 16 ounces can benefit your customers' health, and save money for your business over time.

Ask distributors about other beverage options

Your vendor can help you explore alternate beverage options to carry. Even the largest beverage companies offer healthier items like unsweetened or low-sugar iced tea, or flavored waters.

Consider tea and coffee

Tea and coffee, when taken plain or with a small amount of sugar and/or low-fat or skim milk, contain minimal calories. Give customers milk options so they can choose to go with skim instead of cream. Offer coffee and tea at a lower price than soda to encourage the smarter choice.