

## Halal Alert

**Since the email of August 2011 below, the manufacturer of Just Juice and Fresh Up juice sold in Fiji has slightly modified their products and now confirms that all of their natural flavors found in their products still contains alcohol but the total content of alcohol(ethanol) in all their products is 0.05% and less now. Based on these facts and after consulting Muslim food experts, we still recommend Muslims to refrain from consuming all Just Juice and Fresh Up products because of the alcohol content in it**

----- Forwarded message -----

From: **Elizabeth Philpot** <[Elizabeth.PHILPOT@frucor.com](mailto:Elizabeth.PHILPOT@frucor.com)>  
Date: 15 August 2011 14:42  
Subject: RE: Website enquiry re juices  
To: "[kashifquadri@gmail.com](mailto:kashifquadri@gmail.com)" <[kashifquadri@gmail.com](mailto:kashifquadri@gmail.com)>

Dear Kashif: Since speaking with you this morning I have discovered that some of the natural fruit flavours we use in our juices come in an alcohol base, so here is some helpful information for you -

### Alcohol levels in JJ & FU

Please find the following summary as the answer for the Halal query regarding to the alcohol in Just Juice [JJ] & Fresh Up [FU].

Generally speaking, the base of the flavours used in our Just Juice and Fresh Up products are either completely alcohol based or partially alcohol based. However the percentage of the alcohol level presented in the final product is less than 1%. In the table below, the JJ and FU products have been allocated into three categories according to the percentage of alcohol contained.

Product Name	Alcohol Level		
	<0.1% (Lowest amount of alcohol)	0.1-0.5%	0.5-1.0% (Highest amount of Alcohol)
	JJ Orange Mango	JJ Mandarin Passionfruit	JJ Mandarin Apricot Papaya
	JJ Pineapple Mango	JJ Orange	JJ Mango Calamansi
<b>Just Juice</b>	JJ Pineapple Passionfruit	JJ Tropical Bubbles	
	JJ Orange Guava Acerola Berry	JJ Lemon Crush Bubbles	
	JJ Tropical		
	JJ Orange Mango & JJ Pineapple mango Bubbles		
<b>Fresh Up</b>	All FU except FU Crispy Apple and Old Fashioned	FU Old fashioned	FU Crispy Apple

Therefore, you can see there is a tiny amount of alcohol in all of the Fresh Up and Juice Juice ranges -- but there is some good news !

McCoy Juice is definitely a fantastic alternative for you. I have checked the ingredients for all the McCoy range, and find that **McCoy Pineapple and McCoy Tomato juices** contain no alcohol.

I hope this summary is helpful for answering your questions. Feel free to contact me if there are any further queries

Kind regards,  
Elizabeth  
Quality Helpdesk