



## No More Excuses! V8® Helps America Get More Vegetables

Eating vegetables is one of the most important things you can do for your health. In fact, a growing body of science shows a vegetable-rich diet that is nutrient dense can help you control calories and lose weight, and also may help reduce risk factors associated with heart disease, diabetes and some cancers.

Yet seven out of 10 U.S. adults aren't meeting the daily recommended intake for vegetables<sup>1</sup>. Why? Some of the most common barriers are convenience and taste. The good news is that a little creativity can go a long way in making vegetables taste good. And with these simple tips, they're also fun and easy to prepare:

- **Give Your Favorite Dishes A Veggie Makeover** – Incorporate vegetables into your favorite recipes to add texture, flavor and a nutritional boost. Stuck in a pizza rut? Top it off with fresh spinach, sliced tomatoes, onions, mushroom and zucchini. If your chili or gazpacho could use some zip, use V8® 100% vegetable juice as the base in your recipe. Each 8-ounce glass of V8 provides two servings (1 cup) of vegetables.
- **Mix and Match** – Add the sweet flavor of fruit to savory vegetable dishes to make them taste even better. Consider adding dried cherries to your salad or top tacos and quesadillas with mangoes and avocados. Also, look for simple ways to enjoy vegetables (and fruit) throughout the day, like drinking V8® V-Fusion® juices. Each 8-ounce glass of V8 V-Fusion delivers a full serving of vegetables and a full serving of fruit along with powerful antioxidants A, C and E.
- **Try New Seasonal Surprises** – Be adventurous and pick a new seasonal vegetable to try once a week. During the fall months, bell peppers and Brussels sprouts are bountiful. In the spring, try colorful beets and radishes. Explore all of the different ways that vegetables can be prepared from roasting to sautéing to grilling. You may be surprised to discover a new family favorite!
- **Don't Forget Frozen** – Frozen vegetables are a great alternative to fresh. They are just as nutritious as fresh vegetables, they last longer, are easy to cook with and can stretch your dollar. Use frozen vegetable medleys to add color to a casserole. Items like frozen peas, corn or artichoke hearts are also a great way to incorporate your favorite flavors when the fresh vegetables are not in season.
- **Drink Your Veggies!** – Getting nutritional goodness from vegetables is not limited to just eating them. V8® 100% vegetable juice provides two servings of veggies (1 cup) in each 8-ounce glass.

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<sup>1</sup> Casagrande SS, Wang Y, Anderson C, Gary TL. Have Americans Increased their Fruit and Vegetable Intake? The Trends Between 1988 and 2002. Am J Prev Med 2007; 32:257-63



- **Veggie Prep to the Rescue** – When you get home from the grocery store, bring out your chopping block. You can wash and chop your carrots, peppers, broccoli and a variety of other vegetables then store and pull them out for a quick snack, stir-fry or simply steam and serve as a side dish.
- **Recycle Your Leftovers** – Toss leftover vegetables from last night’s dinner with your favorite greens and voila, you have today’s lunch! Or consider using those same vegetables to make frittatas, soups or stews – these one-dish meals are easy, filling and delicious.
- **Snack on the Go!** – Vegetables make great on-the-go snacks. Try a bag of pre-cut baby carrots with a single-serving of low-fat vegetable dip or a few apple slices with peanut butter and raisins.
- **Soups On!** – Consider getting a daily vegetable serving in a *hot*, new way. Try *Campbell’s*® V8® soups, a deliciously satisfying line of soups made from high-quality ingredients that provide a full serving of vegetables in every bowl and have no artificial flavors or preservatives.

For more information visit [www.V8counts.com](http://www.V8counts.com) or please contact Sarah Kittel at 312.988.2043 or [sakittel@webershandwick.com](mailto:sakittel@webershandwick.com).