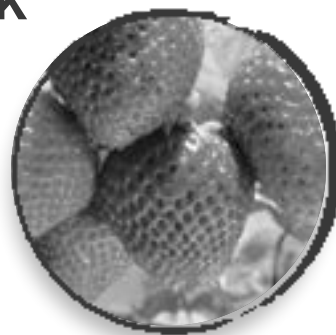




Student Workbook



Jamha Juice.

A better you makes a better world!





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module icon key

COURSE INTRO

Includes an overview of what each module offers.

Quick Reference Sheet

Review nutritional information about product categories.

Look It Up

Find a specific resource and review nutritional or product information.

Thoughts & Jots



Write questions, notes or ideas for yourself or to share with your team.

my take

Answer questions and complete activities about Jamba products, your personal diet and your role as an MBA.

Tasting LAB

Try Jamba products to understand taste profiles and improve your suggestive selling abilities.



Use your new nutritional and product knowledge to complete a task or activity.



MY MEALS

Use a food journal to record what you've eaten, review topics learned and gain insight to your own diet.

HLC Classroom



Hear from the Healthy Living Council or Jamba experts through articles and videos all about healthy living.



ASK AN EXPERT

Read responses from the Healthy Living Council or Jamba experts to questions and concerns.

Jamba SPOTLIGHT

Learn all about Jamba products.



Knowledge CHECK

Print and complete the knowledge check from the MBA jambanet page.

NEWS AROUND THE WHIRL'D
Learn about popular culture as it pertains to diet and exercise.

MBA PROGRAM OVERVIEW

congratulations!

We're thrilled you've been selected to study at Jamba yoUniversity and earn your Masters in Blending Arts!

At Jamba, our vision is to inspire and simplify healthy living. For us, that means helping people eat the right kinds of food so they can grow and function properly, be healthy and have the energy they need to fuel an active lifestyle. Some of us may be just starting on that journey while others may be further along.

Seems like eating right should be easy, yet many people today are overfed and undernourished—they eat too many calories and still don't get the nutrition they need. In this program, we'll help you understand some of the components of basic nutrition and Jamba product knowledge.

This is your MBA Student Workbook. You will use this self-paced Student Workbook over the next 8-12 weeks to complete the required curriculum and earn your MBA. Let this workbook lead you through learning about macronutrients, micronutrients, nutrient content claims, fruit and vegetable servings, why breakfast is important, Jamba products and hot topics like fresh juice and food deserts.

Let's take a closer look at the MBA Program.

MBA Mission

Establish Jamba as the leading healthy lifestyle brand through advanced education and engagement of MBAs, enriching the Jamba guest experience with elevated team

performance in product knowledge and guest service.

Your Role as an MBA

Be an in-store product and nutrition resource to help educate guests and co-workers on how Jamba helps support a healthy, active lifestyle.

MBA Curriculum

The MBA curriculum is made up of eight modules. The first module focuses on building your basic nutrition knowledge. After completing the first module, you're ready to learn more about Jamba products in Modules 2-7. Take a look at the Table of Contents on page 1 to see a list of the eight modules.

To stay on track over the next 8-12 weeks, plan to complete one module per week. Each module should take you approximately 30 minutes to complete. You should use the down time in the store to work on and complete the modules. You may need to complete each module in small chunks, spending 5-10 minutes at a time throughout your weekly shifts. Check in with the MIC at the start of your shifts and let them know that if there is some down time, you'd like to use it to work on your MBA. Always check in with the MIC before leaving your station.

Engage, Educate and Enrich

You may have noticed these three words on the MBA logo. These are the three focus areas we want you to embrace as an MBA. We need YOU to model and lead these behaviors in the store and raise the bar so that all team members are engaging, educating and enriching our guests.

- **Engage** with guests to learn why they chose Jamba and understand their needs
- **Educate** guests on Jamba products
- **Enrich** the guest experience by offering product information and helping guests find the Jamba product that best meets their needs

MBA Graduation

To graduate from the School of Blending Arts and earn your MBA Diploma and pin, you must successfully complete the eight modules, pass the knowledge checks and complete the MBA Final Project.

Knowledge Checks

You need to pass each knowledge check with an 85% or higher score in order to move on to the next module. For the first seven modules, you are responsible for correcting your own knowledge checks. This will provide you with additional review time. If you do not get a score of 85% or higher, be sure to review the information in the module and retake the knowledge check. If you have questions or don't understand something in the module, ask your Manager. All of the knowledge checks and answer keys can be found on the MBA jambanet page.

MBA Final Project & Knowledge Check

You must complete and pass Module 8: MBA Final Project & Knowledge Check with a score of 85% or higher to graduate from the School of Blending Arts. Your MBA Final Knowledge Check consists of three parts: verbal, written and demonstration. To learn more about Module 8, flip to page 99 in the back of this workbook.

Look It Up

Before you get started with Module 1, there is one resource we want to make sure you are familiar

with as you will use it throughout the MBA program—jambanet. Take a minute and ask your Manager to help you access the MBA jambanet page.

- Read through the MBA job description on the MBA jambanet page. Make sure to ask your Manager any questions you may have about your role or the program.
- Review and familiarize yourself with the icons on page 2. These icons represent activities and exercises you will be completing throughout the program.

Healthy Living Council

The Jamba Healthy Living Council (HLC) grew out of interest and loyalty to anti-obesity programming and initiatives. To lead this mission, we have committed to making healthy living simple, inspiring and fun. To do this we've recruited nationally renowned nutritionists to lend us their vast knowledge and help us reach our goal.

Elizabeth Ward, Kathleen Zelman and Tara Gidus are helping to guide our innovation and are excited to provide you with the useful, simple and practical information you need to lead a happy, healthy lifestyle. Throughout the MBA curriculum, you will learn from these three nutritional experts through videos and blog posts.



ELIZABETH WARD



KATHLEEN ZELMAN



TARA GIDUS

my take

Before starting Module 1,
take a moment to answer
the question below.

What does nutrition mean to you?

let's get started!

MODULE 1

nutrition

IN OUR WHIRL'D

COURSE INTRO

Understanding some nutrition basics gives us the power to make better dietary choices. As an MBA, we want you to have the nutritional knowledge to better understand our menu and serve our guests. In this module you will learn all about the food groups and how they play into a healthy diet. You will learn about calorie balancing, eating patterns, nutrient dense foods and the difference between a macronutrient and micronutrient. You will also learn about the words and phrases used to describe the nutritional content of food to better educate our guests and enrich their Jamba experience.

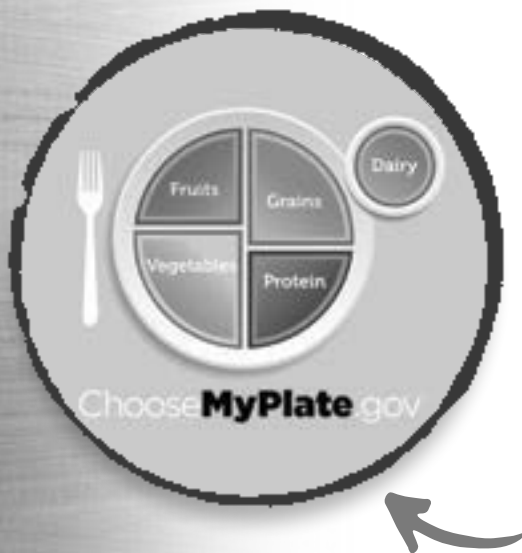
What is nutrition? Nutrition is the process of providing or obtaining the food necessary for health and growth. Sounds simple, but our relationship with food is more complicated than that. Our bodies are designed for a way that we don't eat anymore. Our bodies are designed for a time when food was harder to come by and getting enough calories was often the problem—not getting too many.

Open the newspaper, turn on the TV or look through the internet, and you'll see and hear a vast amount of advice on what to eat. Eat more protein. Carbs are good. Carbs are bad. Fat is good. Fat is bad. Mediterranean diet. Gluten free diet. Paleo diet. How do you make sense of it all?

In 2011, the United States Department of Agriculture published the MyPlate guidelines, based on the 2010 Dietary Guidelines for Americans, to help make it easier to make good eating choices. The MyPlate guidelines offer an easy way to think about how to eat right. It shows a place setting with a plate and glass divided into five food groups.

The MyPlate guidelines recognize that people have different calorie needs based on factors like age, gender and activity level. Instead of serving sizes or quantities, it focuses on the proportion of your overall food intake.

One of the primary messages of the MyPlate guidelines is that you should make half of your plate fruits and veggies. Obviously this is something that Jamba can help with! As you go through the MBA program, you'll learn more about fruits and veggies at Jamba. You'll also learn about how to fill the rest of your plate and about some of the whole grain and protein options we carry.



Thoughts & Jots



Did you know?

Calorie balance is the foundation of eating well. Carbohydrates, proteins and fats all contain calories, and all of them are important for a healthy diet. Focusing on eating only one of them alone misses the bigger picture of a balanced diet. First, let's make sure we know what a calorie is.

What is a calorie?

"A calorie is defined as a unit of energy supplied by food; a calorie is a calorie regardless of its source. Whether you're eating carbohydrates, fats, sugars, or proteins, all of them contain calories" (Balancing Calories). However, it is also important to understand that there are empty calories from foods like solid fats and added sugars that provide no nutritional value but lots of extra calories (Weight Management & Calories).

How can I maintain, gain or lose weight?

Whether you're trying to maintain, gain or lose weight, understanding calories is important to your success. Review Chart 1.1 below to learn more

about calories consumed versus calories burned.

How do I know if I have a healthy eating pattern?

"A healthy eating pattern is not a rigid prescription, but rather an array of options that can accommodate cultural, ethnic, traditional and personal preferences and food cost and availability" (Dietary Guidelines for Americans, 2010, Chapter 5).

Healthy eating patterns are diverse, for instance a vegetarian has a different eating pattern than a person who eats meat, and a person in China may have a different eating pattern than a person living in France. Although healthy eating patterns are diverse, they still have some similarities.

A HEALTHY EATING PATTERN INCLUDES:

- Limiting calorie intake to the amount needed to attain or maintain a healthy weight
- Consuming foods from all food groups in nutrient dense forms and recommended amounts

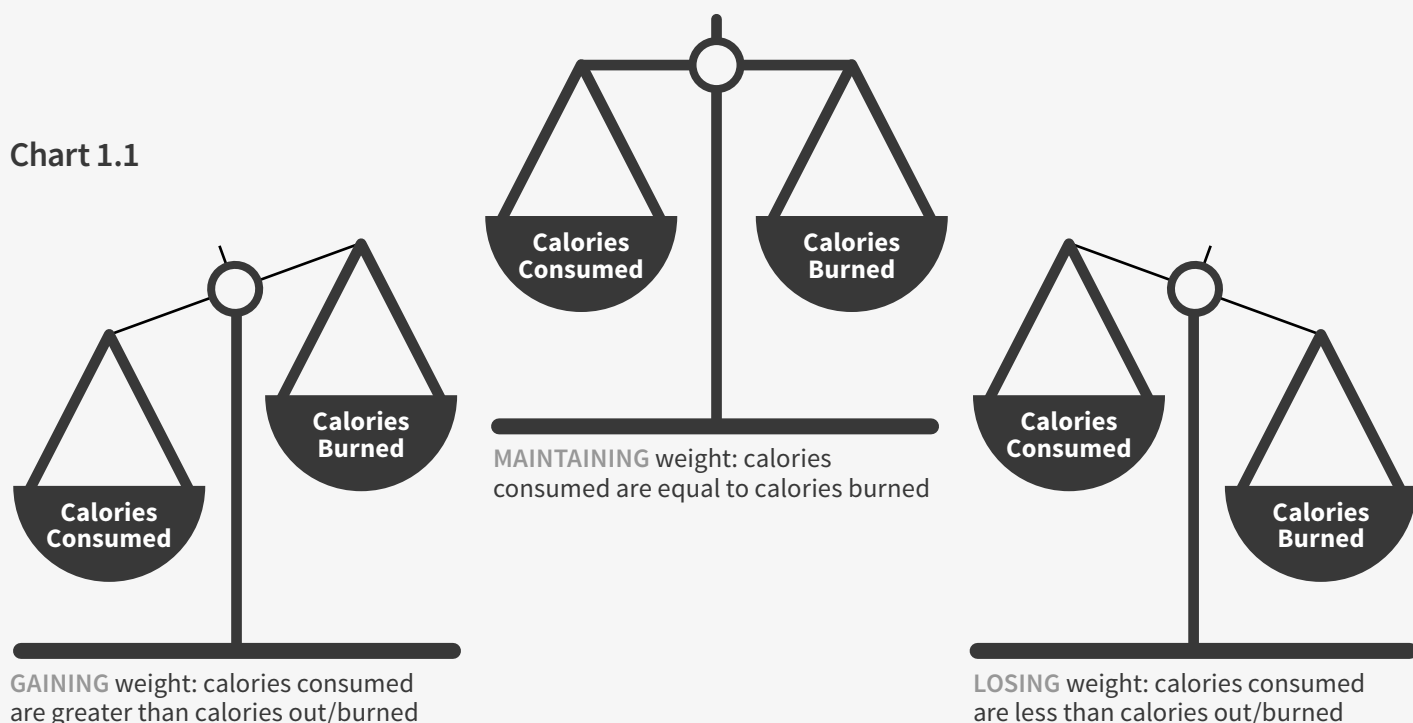
- Eating an abundance of fruits and vegetables; and many stress the importance of whole grains
- Eating moderate amounts and a variety of foods high in protein
- Limiting amounts of foods high in added sugars and that may include more oils than solid fats
- Consuming milk products

(Dietary Guidelines for Americans, 2010, Chapter 5)

What are nutrient dense foods?

Nutrient dense foods provide a high nutritional value without a high calorie value. For most people, a healthy eating pattern can accommodate only a limited number of calories from solid fats and sugars. If they use too much of their daily calorie budget on these high fat/low nutrition foods, they don't have enough calories left over to fit in the high nutrient foods they need. Calories from solid fats and sugars are best used to increase the palatability of nutrient dense foods rather than to consume foods or beverages that are primarily solid fats, added sugars or both (Dietary Guidelines for Americans, 2010, Chapter 5).

Chart 1.1



Too often we choose foods that are not nutrient dense. Take a look at Chart 1.2 below to see how many calories in some commonly consumed foods are nutrient dense vs. how many are empty calories.

What are empty calories?

You might be surprised by how many empty calories there are in the foods we eat. The MyPlate guidelines recommend that individuals who get less than 30 minutes of moderate physical activity most days limit their intake of empty calories to

between 120 and 330 calories per day, depending on age, gender and total daily calorie needs. Take a look at Chart 1.3 on the next page to review the number of empty food calories in some common foods. Notice how easy it is to exceed your empty calorie allowance. Notice also how easy it is to make small changes that will substantially improve your diet and increase your consumption of the nutrients your body needs. For example, switching from whole milk to skim milk can save you 63 empty calories for every cup of milk.

HLC Classroom

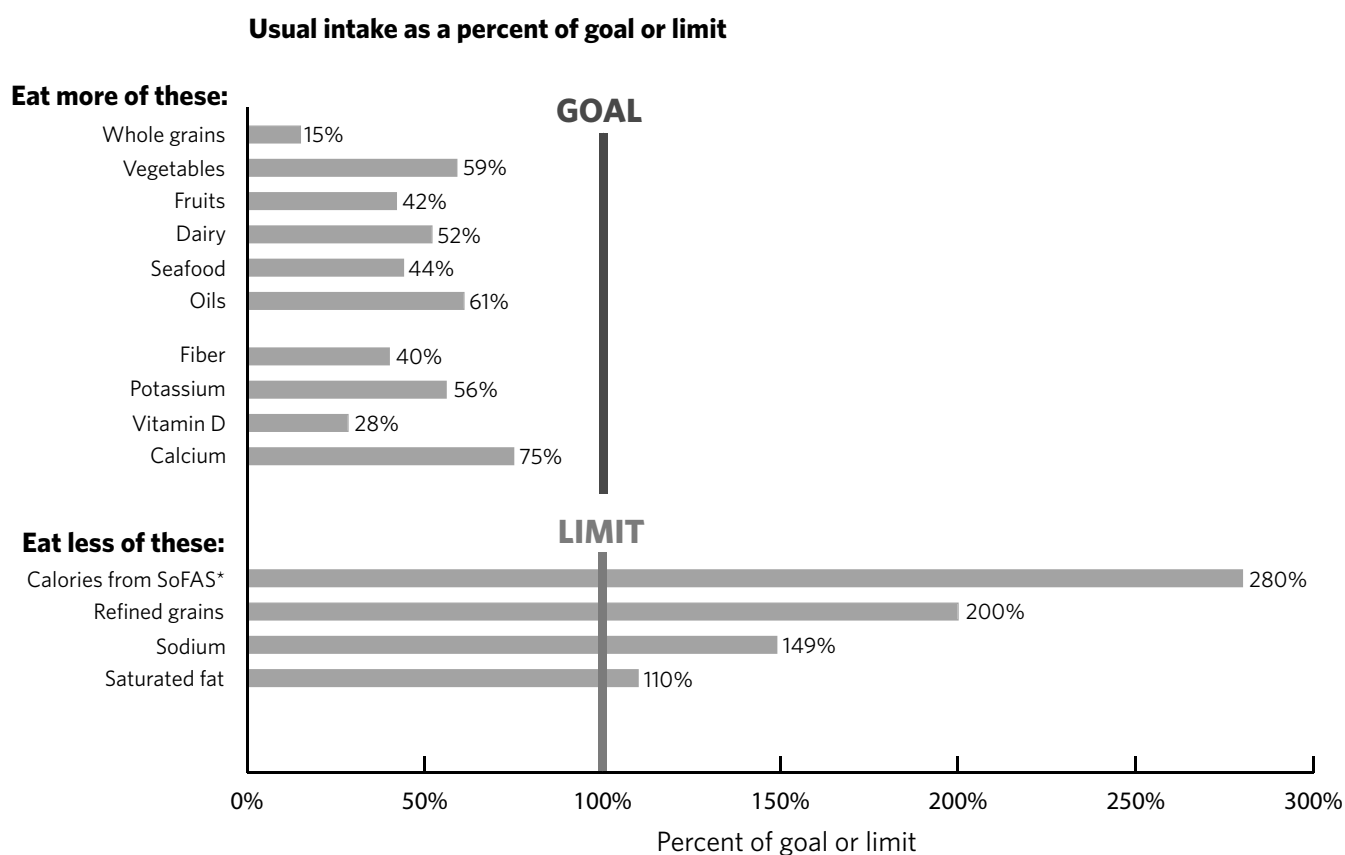


Video: Healthy Living Council Talks About Simple Tips for Meetings the USDA's Guidelines for a Healthy Diet

Go to the MBA page on jambanet to watch a video on how to meet the USDA's MyPlate guidelines. <http://jambajuice.com/live-fruitfully/live-fruitfully/healthy-living-council/elizabeth-ward/my-simple-tips-for-meeting-usdas-guidelines-for-a-healthy-diet>

Chart 1.2

FIGURE 5-1. How Do Typical American Diets Compare to Recommended Intake Levels or Limits?



*SoFAS = solid fats and added sugars.

Note: Bars show average intakes for all individuals (ages 1 or 2 years or older, depending on the data source) as a percent of the recommended intake level or limit. Recommended intakes for food groups and limits for refined grains and solid fats and added sugars are based on amounts in the USDA 2000-calorie food pattern. Recommended intakes for fiber, potassium, vitamin D, and calcium are based on the highest AI or RDA for ages 14 to 70 years. Limits for sodium are based on the UL and for

saturated fat on 10% of calories. The protein foods group is not shown here because, on average, intake is close to recommended levels.

Based on data from: U.S. Department of Agriculture, Agricultural Research Service and U.S. Department of Health and Human Services, Centers for Disease Control and Prevention. What We Eat in America, NHANES 2001–2004 or 2005–2006.

Chart 1.3 — Empty Calories (calories from solid fats and added sugars) in Some Common Foods

Food	Amount	Est. Total Calories	Est. Empty Calories
DAIRY GROUP			
Fat-free milk (skim)	1 cup	83	0
1% milk (low fat)	1 cup	102	18
2% milk (reduced fat)	1 cup	122	37
Whole milk	1 cup	149	63
Low-fat chocolate milk	1 cup	158	64
Cheddar cheese	1 ½ ounces	172	113
Nonfat mozzarella cheese	1 ½ ounces	59	0
Whole milk mozzarella cheese	1 ½ ounces	128	76
Fruit flavored low-fat yogurt	1 cup (8 fl oz.)	250	152
Frozen yogurt	1 cup	224	119
Ice cream, vanilla	1 cup	275	210
Cheese sauce	¼ cup	120	64
PROTEIN FOODS GROUP			
Extra lean ground beef, 95% lean	3 oz., cooked	146	0
Regular ground beef, 80% lean	3 oz., cooked	229	64
Turkey roll, light meat	3 slices (1 oz. each)	165	0
Roasted chicken breast (skinless)	3 oz., cooked	138	0
Roasted chicken thigh with skin	3 oz., cooked	209	47
Fried chicken with skin & batter	3 medium wings	478	382
Beef sausage, pre-cooked	3 oz., cooked	345	172
Pork sausage	2 patties (2 oz.)	204	96
Beef bologna	3 slices (1 oz. each)	261	150
GRAINS GROUP			
Whole wheat bread	1 slice (1 oz.)	69	0
White bread	1 slice (1 oz.)	69	0
English muffin	1 muffin	132	0
Blueberry muffin	1 small muffin (2 oz.)	259	69
Croissant	1 medium (2 oz.)	231	111
Biscuit, plain	1 medium (2.5" diameter)	186	71
Cornbread	1 piece (2½"x2½"x1¼")	167	52
Corn flakes cereal	1 cup	90	8

Frosted corn flakes cereal	1 cup	147	56
Graham crackers	2 large pieces	118	54
Whole wheat crackers	5 crackers	85	25
Round snack crackers	7 crackers	106	42
Chocolate chip cookies	2 large	161	109
Chocolate cake	1 slice of two-layer cake	408	315
Glazed doughnut, yeast type	1 medium, 3 ¾" diameter	255	170
Cinnamon sweet roll	1 medium roll	223	137
VEGETABLE GROUP			
Baked potato	1 medium	159	0
French fries	1 medium order	431	185
Onion rings	1 order (8 to 9 rings)	275	160
FRUIT GROUP			
Unsweetened applesauce	1 cup	105	0
Sweetened applesauce	1 cup	173	68
OTHER			
Pepperoni pizza	1 slice of a 14" pizza, regular crust	340	139
Regular soda	1 can (12 fluid oz.)	136	136
Regular soda	1 bottle (19.9 fluid oz.)	192	192
Fruit-flavored drink	1 cup	128	128
Butter	1 teaspoon	36	33
Stick margarine	1 teaspoon	36	32
Cream cheese	1 tablespoon	41	36
Heavy (whipping) cream	1 tablespoon	51	45
Frozen whipped topping (non dairy)	¼ cup	60	55
Table wine	1 glass (5 fluid oz.)	121	121*
Beer (regular)	1 can (12 fluid oz.)	155	155*
Beer (light)	1 can (12 fluid oz.)	104	104*
Distilled spirits (80 proof)	1 standard drink (1.5 fluid oz.)	96	96*

* Calories from alcohol are not from solid fats or added sugars, but they count against your limit for empty calories — calories from solid fats and added sugars.

(Empty Calories)

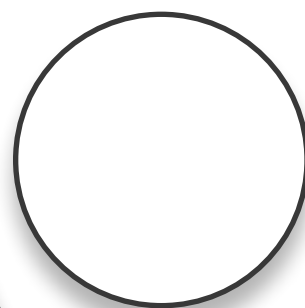
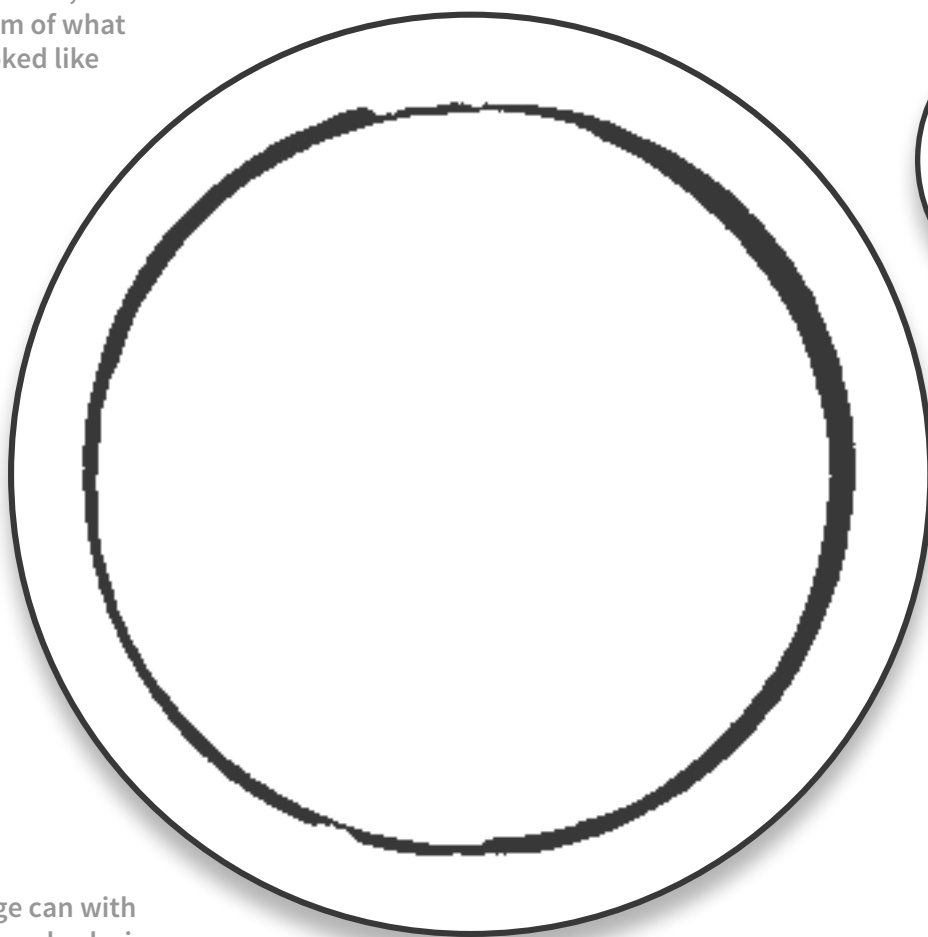


MY MEALS

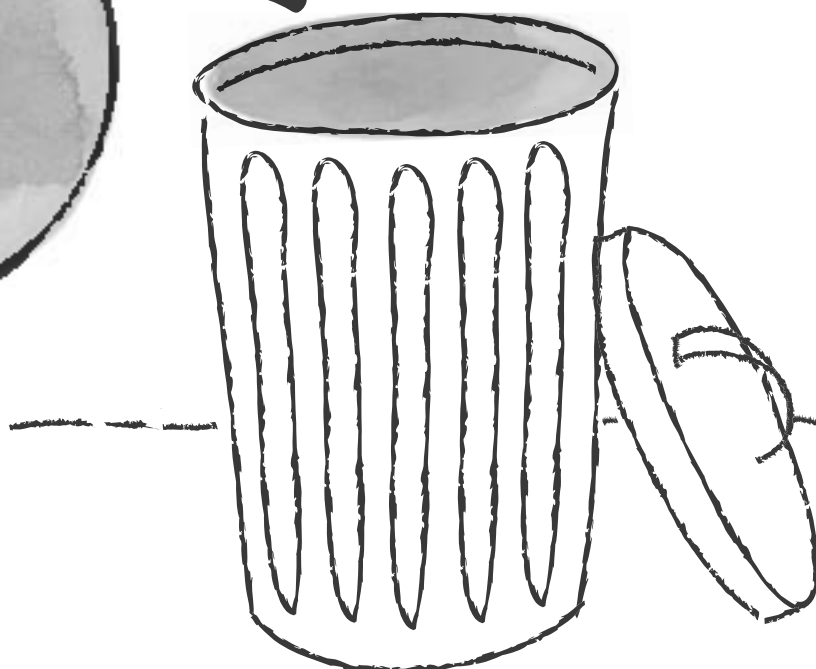
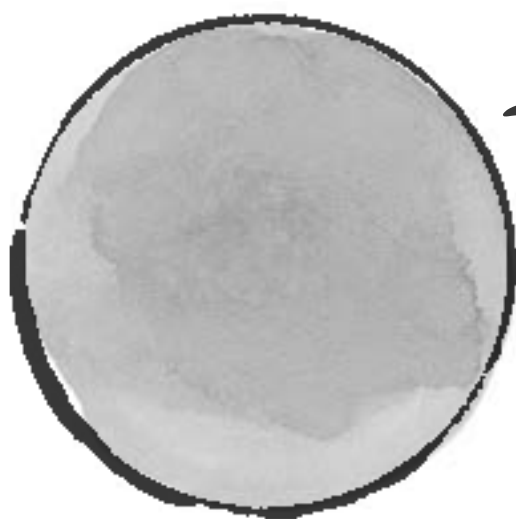
Think about what you ate yesterday. Write down everything you remember eating. Be honest! Then, for each item, put a check mark in each section of the plate it belongs.

FOODS I ATE YESTERDAY	Vegetables	Fruits	Grains	Protein	Dairy	Empty Calories
TOTAL						

In the circles below,
draw a diagram of what
your plate looked like
yesterday.



Fill the garbage can with
foods that offered calories,
but no nutritional value.



Macronutrients and Micronutrients

Nutrients are substances that plants, animals and people need to live and grow. Some nutrients are needed in only small amounts while some are needed in larger amounts. Food is the best source of all of these nutrients.

Nutrients that are needed in large amounts are called macronutrients. (“Macro” comes from the Greek word meaning large.) There are three macronutrients: proteins, carbohydrates and fats. Macronutrients make up the majority of our diet and are our main source of calories. Our bodies need macronutrients to fuel us with energy.

Micronutrients are nutrients that are needed in small amounts. (“Micro” comes from the Greek word meaning small.) Vitamins, minerals and trace elements are micronutrients. Although they are only needed in small amounts, micronutrients are essential for body function and health. The main function of micronutrients is to enable the many chemical reactions that occur in the body.

Macronutrients

While each of the three macronutrients provides calories, and therefore energy, the amount of calories that each provides varies.

- Proteins provide 4 calories per gram.
- Carbohydrates provide 4 calories per gram.
- Fats provide 9 calories per gram.

Besides proteins, carbohydrates and fats, the only other substance that provides calories is alcohol. Alcohol provides 7 calories per gram. However, since our bodies do not need alcohol to survive, it is not a macronutrient.

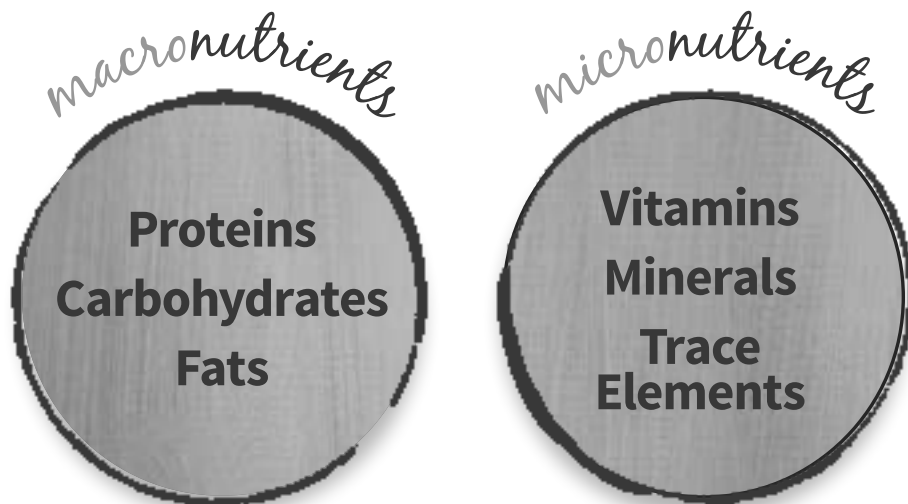
In addition to providing energy, each macronutrient also plays a different role in helping our bodies function properly.

Proteins are the fundamental components of all living cells. They are essential for the growth and repair of tissue and cells. Proteins help defend us against disease by supporting immune functions and provide us with amino acids that help build and preserve muscle and tissue. Protein sources include meat, poultry, fish, eggs, dairy beans, soy, nuts and seeds.

Carbohydrates are the body’s main energy source. We use them to make glucose, which is either used immediately or stored for later use. Carbohydrates are mainly found in starchy foods such as grains and in fruits and vegetables. Certain types of carbohydrates that our body cannot digest are called fiber. These carbohydrates help to move waste out of the body and are important for intestinal/digestive health.

Fats provide a highly concentrated source of energy. Although they sometimes have a bad reputation for causing weight gain because they are such a concentrated form of energy, fats are essential for survival. In addition to providing energy, fats help us maintain cell membranes, act as insulation and a shock absorber for our bones and organs, and help our bodies absorb certain vitamins. There are three main types of fats: saturated fat, unsaturated fat and trans fat. Unsaturated fats, such as those found in olive oil, canola oil, avocados and nuts, are considered “good” fats because they have been shown to decrease the risk of developing heart disease. Saturated fats, which are naturally occurring in foods like meat, butter and cream, and trans fats, which are found in many snack foods, fried foods and margarines, have been shown to increase the risk of heart disease.

Chart 1.4



In general, fats that are solid at room temperature are saturated fats or trans fats and should be minimized or avoided. Because saturated fats occur naturally in animal products like meat and dairy and tropical oils like palm oil and coconut oil, they are hard to avoid all together. It is recommended that saturated fat intake be limited to less than 7% of total daily calories. While trans fats are present naturally in small quantities in meat and dairy food, most trans fats come from processing liquid vegetable oil to become a solid fat. The American Heart Association recommends limiting trans fat to no more than 1% of your total daily calories.

Chart 1.5

Solid Fats (solid at room temperature)		Liquid Fats (liquid at room temperature)	Foods naturally high in oils
Butter Milk Fat Cream Margarine Hydrogenated and Partially Hydrogenated Oils*	Beef Fat Chicken Fat Pork Fat Shortening	Olive Oil Canola Oil Safflower Oil Sunflower Oil Corn Oil Cottonseed Oil Soybean Oil	Nuts Avocados Olives Some Fish

* The starred items are called “oils” because they come from plant sources. Even though they are called “oils,” they are considered to be solid fats because they are high in saturated or trans fatty acids.

(Balancing Calories)

Micronutrients

Micronutrients play a key role in the metabolism of macronutrients and in the structure of the human body. Here are a few of the essential vitamins and minerals and the role they play in supporting health.

Chart 1.6

Vitamin or Mineral	Some food sources	What does it do?
Calcium	Milk, yogurt, hard cheeses, fortified grains and juices, kale, broccoli	Essential for bone growth and strength, blood clotting, muscle function, and the transmission of nerve signals; the most abundant mineral in the body
Folate (Folic Acid)	Dark, leafy vegetables; legumes, citrus foods and juices, enriched and whole grain breads; fortified cereals	Works with vitamins B12 and C to help the body break down, use and make new proteins; important for cell development; helps prevent birth defects in pregnant women
Iron	Fortified cereals, dried beans, beef, eggs	Key component of red blood cells; makes up part of many proteins in the body
Manganese	Nuts, leafy vegetables, tea, whole grains	Supports normal brain function and bone formation
Potassium	Baked potato (with skin), bananas, citrus juices, avocados	Critical to the function of nerve transmission; reduces risk of kidney stones
Vitamin A	Leafy green vegetables, orange and yellow vegetables, sweet potato with skin	Supports immune function, vision and reproductive health
Thiamin (Vitamin B1)	Whole grains, enriched breads, fortified cereals	Helps the body convert carbohydrates into energy
Niacin (Vitamin B3)	Meat, fish, poultry, enriched and whole grain, fortified cereals	Helps regulate metabolism; important in the production of cholesterol
Vitamin B6	Fortified cereals, fortified soy products, baked potato (with skin)	Supports healthy immune function and helps regulate metabolism
Vitamin C	Red and green peppers, kiwis, oranges, strawberries, broccoli	Antioxidant that protects against cell damage; helps with repair and growth of tissue
Vitamin D	Fish liver oils, fatty fish, fortified milk products; formed naturally as a result of sunlight exposure	Necessary for strong bones and teeth
Vitamin E	Nuts, seeds, vegetable oils, fortified cereals, peanut butter	Antioxidant that protects cells against damage
Vitamin K	Wheatgrass, broccoli, kale, leafy green vegetables	Important in blood clotting and bone health
Zinc	Red meat, shellfish, fortified cereals	Supports immune function and the formation of protein in the body

(Herbs and Supplements)



ASK AN EXPERT

Elizabeth Ward, MS, RD

**What quantity of antioxidants do I need in my diet?
How do I measure this? How do I know whether or not I
am getting enough?**

- There's no way to measure the antioxidants in a person's diet. By eating the suggested servings of fruits, vegetables, and whole grains, and by emphasizing a plant-based eating plan, you will likely get the antioxidants you need.

**Are the antioxidants in fresh fruits and vegetables
different from the antioxidants in a supplement like a
Jamba boost or tablet?**

- Some antioxidants like vitamins C, E, D, and beta carotene can be measured, but others like enzymes and phytonutrients are difficult to measure directly. Aim to eat 5-9 servings of fruits and vegetables per day to ensure you are getting enough antioxidants. Fruits and vegetables contain more than just antioxidants, they also have fiber, vitamins, minerals, and phytonutrients; all of these properties of fruits and vegetables work synergistically to protect health.

**Does heating or cooking food reduce its antioxidant
effectiveness?**

- Vitamin C is water soluble, so heating it can cause the nutrition to escape. Fat soluble antioxidants like vitamins E, D, and beta carotene are affected by heat. In fact, some antioxidants like lycopene are actually unlocked and better absorbed by the body when heated.



Water soluble
vitamins travel freely
through the body and
any excess is easily
disposed of.

Fat soluble
vitamins are stored
in the body's cells
and are not excreted
as easily as water-
soluble vitamins.

NEWS AROUND THE WHIRL'D

Antioxidants

Antioxidants are compounds that help scavenge free radicals before they damage human cells. The body does not generate antioxidants; they can only be present in the human body by consuming foods containing antioxidants. Vitamins A, C and E are all important antioxidants. It is believed that eating a diet rich in vegetables and fruits, which are a good source of antioxidants, helps protect your body from free radicals and oxidative stress. Common foods that contain antioxidants include vegetables, fruits and tea.

Free Radicals

Free radicals are highly unstable molecules that are produced naturally when your body breaks down food and when you exercise. Your body is also exposed to free radicals through environmental sources like cigarette smoke, air pollution and even sunlight. Free radicals can cause "oxidative stress," which can trigger cell damage. By reacting with proteins, carbohydrates and micronutrients, these unstable compounds can destroy the integrity of human cells. This type of cell damage may be a contributor to diseases including cancer, heart disease and Alzheimer's disease.

Nutrient Content Claims

Good source of protein, excellent source of vitamin C, nutritious, healthy, natural, and low fat—these are all terms you might have seen describing our products in training and marketing materials. What most team members and guests don't realize is that many of the words and phrases used to describe the nutritional content of food are highly regulated by the Food and Drug Administration (FDA) or other government agencies.

What's the difference between a good source and an excellent source? What does it mean if a product is labeled low fat? Learning what these terms mean in this module will help you as you progress through the rest of the modules in the MBA program. That way, when we talk about the benefits of a Fruit & Veggie smoothie in Module 2 or an Artisan Flatbread in Module 7, you'll understand exactly what we mean. To help our guests understand our products and how Jamba is different from other quick service restaurants (QSRs), you will need to know what different nutrient content claims mean and how they are used. Finally, understanding nutrient content claims will help you be a savvy consumer and make smart choices when grocery shopping or dining out.

did you know...
that the FDA considers "healthy" and "healthier" to be the same? That means when engaging with our guests about specific products, we only want to use the terms "healthy" or "healthier" when the product meets the FDA requirements for a healthy food. If you're not sure if a product meets the healthy requirement, use "better-for-you" to describe the Jamba product when talking with a guest.

Let's start with some basic terms.

WHAT IS A NUTRIENT CONTENT CLAIM?

A nutrient content claim describes the level of a nutrient in a reference amount. Generally content claims are limited to nutrients that are listed on the Nutrition Facts panel or nutrients that have Daily Values established by the FDA. Examples of nutrient content claims: good/excellent source of vitamin C, low fat, light, and 0 g trans fat.

WHAT IS A REFERENCE AMOUNT?

Reference amount is the serving size that most nutrient content claims need to be based on. It is based on the amount of food normally consumed at one eating occasion. For example, the reference amount for beverages is 8 fluid ounces. Remember the reference amount is not always the same as the serving size on a nutrition label.

WHAT IS A SERVING SIZE?

Serving size refers to the volume or weight of the product as it is served. The information on a nutrition label is for the serving size stated on the top of the label. Serving size is not always the same as the reference amount. The stated serving size may also not be what you consider a serving size. For example, many sugary beverages that are packaged like a single serving may actually consist of two or more servings, meaning you may be getting twice the calories you think you are.

DAILY VALUE (DV)

- There are two sets of reference values for reporting nutrients in nutrition labeling:
 - Daily Reference Values (DRVs) are established for total fat, saturated fat, cholesterol, total carbohydrate, dietary fiber, sodium, potassium, and protein.

- Reference Daily Intakes (RDIs) are established for vitamins and minerals.
- To make it easier, Daily Value is used to designate both the DRVs and RDIs on nutrition labels.
- Daily Values are established by the FDA and are based on a caloric intake of 2,000 calories.

GOOD SOURCE

- Means a food has 10-19% of the Daily Value of a nutrient per reference amount. Synonyms include "contains" and "provides."

EXCELLENT SOURCE

- Means a food has 20% or more of the Daily Value for a nutrient per reference amount. Synonyms include "high in," "rich in," and "packed with."

LOW FAT

- A food can be considered "low fat" if it has 3 grams or less per reference amount.

NUTRITIOUS

- Nutritious is used to describe a food that provides at least a good source of one nutrient, vitamin, or mineral.

HEALTHY

- The FDA has specific requirements that a food must meet in order to be considered "healthy." In general, the food has to be:
 - low in fat (less than 3 grams of fat per reference amount)
 - low in saturated fat (less than 1 gram of saturated fat per reference amount)
 - 480 mg or less of sodium per labeled serving
 - 60 mg or less of cholesterol per labeled serving
 - provide at least a good source (10% or more DV per reference amount) of one or more of vitamin A, vitamin C, calcium, iron, protein, or fiber

Let's review what you have learned about nutrient content claims by taking a closer look at our most popular smoothie, **Strawberries Wild.**



LOW FAT!

A food can be considered "low fat" if it has 3 grams or less per reference amount.*

Nutrition Facts	
Serving Size 16 fl oz. (475 mL)	
Servings Per Container 1	
Amount Per Serving	
Calories 270	Calories from Fat 5
% Daily Value*	
Total Fat 0g	1%
Saturated Fat 0g	1%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 95mg	4%
Potassium 650mg	19%
Total Carbohydrate 63g	21%
Dietary Fiber 2g	10%
Sugars 56g	
Protein 3g	
Vitamin A 2%	Vitamin C 60%
Calcium 15%	Iron 8%
Vitamin D 8%	Vitamin E 2%
Vitamin K 4%	Thiamin 4%
Riboflavin 10%	Niacin 2%
Vitamin B6 10%	Folate 6%
Vitamin B12 4%	Biotin 2%
Pantothenic Acid 4%	Phosphorus 8%
Iodine 15%	Magnesium 8%
Zinc 4%	Selenium 2%
Copper 4%	Manganese 15%
Chromium --%	Molybdenum --%
Chloride 2%	
*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:	
	Calories: 2,000 2,500
Total Fat	Less than 65g 80g
Saturated Fat	Less than 20g 25g
Cholesterol	Less than 300mg 300mg
Sodium	Less than 2,400mg 2,400mg
Potassium	3,500 mg 3,500 mg
Total Carbohydrate	300g 375g
Dietary Fiber	25g 30g
Calories per gram:	
Fat 9 • Carbohydrate 4 • Protein 4	

GOOD SOURCE

means a food has 10-19% or more of the Daily Value for a nutrient per reference amount.*

EXCELLENT SOURCE of Vitamin C!

Excellent source means a food has 20% or more of the Daily Value for a nutrient per reference amount.*

NUTRITIOUS!

Nutritious is used to describe a food that provides at least a good source of one nutrient, vitamin, or mineral. Since Strawberries Wild is an excellent source of vitamin C, it can be called nutritious.

*Reference Amount = the serving size that most nutrient content claims need to be based on. The reference amount for beverages is 8 fluid ounces. The reference amount is not always the same as the serving size on a nutrition label.



my take

Answer the following questions.

1. Name two nutrient content claim words or phrases.

2. What word or phrase can you use to describe a Jamba product that may not meet the FDA requirements to be considered healthy?

3. What % of a vitamin does a product need to contain, per reference amount, to be considered a good source of that vitamin?

4. Share something you have learned about nutrient content claims.

[illegible]



Now that we understand a few basics terms, let's dive a bit deeper. Pick a smoothie or juice that is currently in your store and find that product in the RRR.

Answer the following questions. (Note: Some answers are based on serving size and some are based on reference size. Be sure you answer using the correct measurement.)

What product did you pick?

1. What is the serving size for your product?

2. The reference amount for beverages is 8 oz. Are the serving size and the reference amount for the product you picked the same?

3. How many grams of fat, per reference amount, does the product contain?

4. How many grams of saturated fat, per reference amount, does the product contain?

5. How many mgs of sodium, per serving, does the product contain?

6. How many mgs of cholesterol, per serving, does the product contain?

7. What vitamins and/or minerals, per reference amount, does the product contain 10-19% of the RDI of?

8. What vitamins and/or minerals, per reference amount, does the product contain more than 20% of the RDI of?

9. What % of the DRV of protein, per reference amount, does the product contain?

10. What % of the DRV of fiber, per reference amount, does the product contain?

11. Based on your investigation, check what nutrient content claims Jamba can make about the product.

☐ Good source of:

☐ Excellent source of:

☐ Low fat

☐ Nutritious

☐ Healthy

12. What surprised you about what you learned?

Jamba SPOTLIGHT

Now that you know about nutrient content claims, let's learn about four other nutrient content claims we hear a lot about at Jamba.

0 g Trans Fat

The USDA's Dietary Guidelines for Americans recommends keeping trans fat consumption as low as possible by limiting foods that contain synthetic sources of trans fats, such as partially hydrogenated oils. Studies have observed an association between increased trans fat intake and increased risk of cardiovascular disease. Because of this, many people



are concerned with how much trans fat is in their diet. To ensure our guests have better-for-you choices, Jamba Juice believes in only serving products that contain 0 g trans fat.

High Fructose Corn Syrup

High fructose corn syrup (HFCS) is a sweetener made from corn. It is a sweetener used in many foods in place of the more expensive table sugar, which is commonly made from

sugar cane and beets. There are many consumers that are concerned with the overuse of HFCS as a sweetener in foods and try to avoid these foods.

Artificial Preservatives

Artificial preservatives are synthetically produced substances that are added to products to extend the shelf-life by preventing microbial growth or undesirable chemical changes. Examples of synthetic preservatives include sulfites, BHA, and EDTA.

Artificial Flavors

Artificial flavors are ingredients that are synthetically produced or are derived from sources that are not commonly considered food sources. Natural flavors are derived from sources such as spices, fruits or fruit juices, vegetables or vegetable juices, herbs, buds, roots, leaves or similar plant material, meat, fish, poultry, eggs, or dairy products, along with some other sources. An example of a natural flavor is strawberry extract, which is the concentrated component that gives strawberries their characteristic flavor and aroma.



HLC Classroom



Video: Healthy Living Council Talks About Making Resolutions Work

Go to the MBA page on jambanet to watch a video on how to make resolutions work.

Although the video is geared towards New Year's Resolutions, we hope that you will be inspired to make some resolutions of your own during the course of this program that will help you lead a healthier, more active lifestyle.

<http://jambajuice.com/live-fruitfully/live-fruitfully/healthy-living-council/elizabeth-ward/making-resolutions-work>



my take

What is one resolution you will make based on what you learned in this module?

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Before starting your Knowledge Check make sure you completed all of the assigned activities

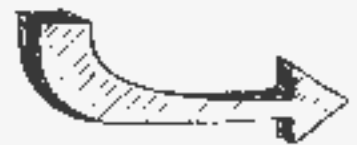


Knowledge CHECK

Go to the MBA jambanet page and print the knowledge check for this week. After completing your knowledge check, compare your answers to the knowledge check key on the MBA jambanet page. Review any questions you may have missed.

The first module of the MBA program concentrated on giving you the background and vocabulary you need to understand some basic nutrition information and knowledgeably discuss nutrition with our guests. Starting with the next module, we'll be looking at the nutritional aspects and product benefits of Jamba products. After all, when guests visit our stores, it's not usually for a lesson in nutrition. They come to Jamba for great tasting smoothies and food, and some of them want to know how our products fit into a healthy active lifestyle.

The remaining modules in the MBA program will prepare you to recommend smoothies, juices and food based on a guest's nutritional needs and preferences. Knowing how to match the right Jamba products to the guest's needs is what it's all about for our MBAs.



MODULE 2

fruits & veggies

AT JAMBA

COURSE INTRO

Make half your plate fruits and vegetables. That's one of the key messages from the USDA's MyPlate Nutrition Guide. It's no wonder Americans are being encouraged to eat more fruits and vegetables. Most Americans fall far short of the recommended servings in these food groups despite research that shows:

- Healthy diets rich in fruits and vegetables may reduce the risk of cancer and other chronic diseases.
- Fruits and vegetables provide essential vitamins and minerals, fiber, and other substances that are important for good health.
- Most fruits and vegetables are naturally low in fat and calories and are filling. (Fruits and Vegetables)

It's all about fruits and veggies! In this module you will learn more about how much fruits and vegetables you should eat, why it is important and how Jamba can help. We'll be looking at all of the fruit and vegetable products in our stores, including Fruit & Veggie smoothies, All Fruit™ smoothies, Fresh Squeezed Juices, Fresh Juice Blends and Premium Fresh-Squeezed Juices, Ginger Shots and Wheatgrass Shots. As a healthy active lifestyle brand, it is important that our team members understand our fruit and veggie products, especially since the average American does not get their recommended daily servings of fruits and veggies. We want you to be able to engage with our guests on the delicious products we offer that make eating fruits and vegetables fun, easy and yummy!



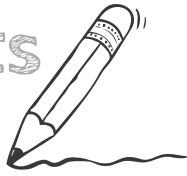
Quick Reference Sheet

Nutrient Content Claims	All Fruit™	Fruit & Veggie	Fresh Juice Blends	Fresh Squeezed Juices	Premium Fresh-Squeezed Juices	Wheatgrass Shots	Ginger Shots
Healthy	✓	✓	✓	✓	✓	✓	✓
Nutritious	✓	✓	✓	✓	✓	✓	✓
(At least) # of fruit servings in a Small/12 oz.	3.5	2	1.5	1	1 (Apple Kale Pineapple Chia has 2.5 fruit servings)		
(At least) # of vegetable servings in a Small/12 oz.		1		2 (Carrot Juice)	.5 (except Orange, Apple, Pineapple, Ginger)		
(At least) # of fruit servings in a Medium/16 oz.	5	3	2	1	1 (Apple Kale Pineapple Chia has 3 fruit servings)		
(At least) # of vegetable servings in a Medium/16 oz.		1		2.5 (Carrot Juice)	1 (except Orange, Apple, Pineapple, Ginger)		
(At least) # of fruit servings in a Large/24 oz.	5.5	3.5	3	2	2 (except Apple Carrot Beet Kale Ginger)		
(At least) # of vegetable servings in a Large/24 oz.		1.5	2 (Kale Orange Power™)	4 (Carrot Juice)	4 (Apple Carrot Beet Kale Ginger)		
Good source of			Potassium	Potassium, Vitamin A	Vitamin C	Iron	Vitamin C
Excellent source of	Vitamin C	Vitamins A and C	Vitamin C	Vitamin C		Vitamin K	
Vegan	✓	✓	✓	✓	✓	✓	✓
Made without sherbet or frozen yogurt	✓	✓	✓	✓	✓	✓	✓
Easy way to get more fruit	✓	✓	✓	✓	✓		
Easy way to get more veggies		✓	✓ (Fresh Juice Blends made with carrot juice or whole kale)	✓ (Carrot and Orange Carrot Juice)	✓		
Allergens						Wheat	



FOODS I ATE YESTERDAY	Protein	Carbo-hydrates	Fat	Nutrient Dense
TOTAL				

Thoughts & Jots



Did you Know?

“Eat your fruits and vegetables.” That’s advice most of us have heard since we were old enough to sit at the dinner table. As it turns out, your parents were right. Nutrition experts agree that eating fruits and vegetables is important to your health. They provide essential vitamins and minerals, fiber, and other substances that are important for good health. According to the Dietary Guidelines for Americans, “consumption of fruits and vegetables is associated with reduced risk of many chronic diseases. Specifically, moderate evidence indicates that intake of at least 2.5 cups of vegetables and fruits per day is associated with reduced risk of cardiovascular disease, including heart attack and stroke. Some vegetables and fruits may be protective against certain types of cancer” (Dietary Guidelines for Americans, Chapter 4). Eating a diet rich in fruits and vegetables can also help you maintain a healthy weight since most fruits and vegetables are naturally low in fat and calories, yet are satisfying.

How much fruit and vegetables do we need?

The amount of fruit and vegetables each person needs to eat varies according to factors like age, gender and physical activity level. According to the MyPlate guidelines you learned in Module 1, about half of your plate should be made up of fruits and vegetables.

The latest dietary guidelines call for 2 cups of fruit and 2.5 cups of vegetables a day, based on a 2,000 calorie diet. This translates into nine servings. This may come as a surprise to many of us who grew up with the 5-A-Day message and think that five servings of fruits and vegetables a day is enough. In fact, the Centers for Disease Control and Prevention (CDC) has changed their campaign from

5-A-Day to Fruits & Veggies: More Matters to let consumers know that they should take a look at their fruit and vegetable servings and make adjustments as needed.

Unfortunately, the average American’s fruit and vegetable consumption doesn’t come close to meeting the recommended amount. If you don’t count potatoes—which offer less nutritional value than other vegetables—the average American gets a total of just three servings of fruits and vegetables a day.

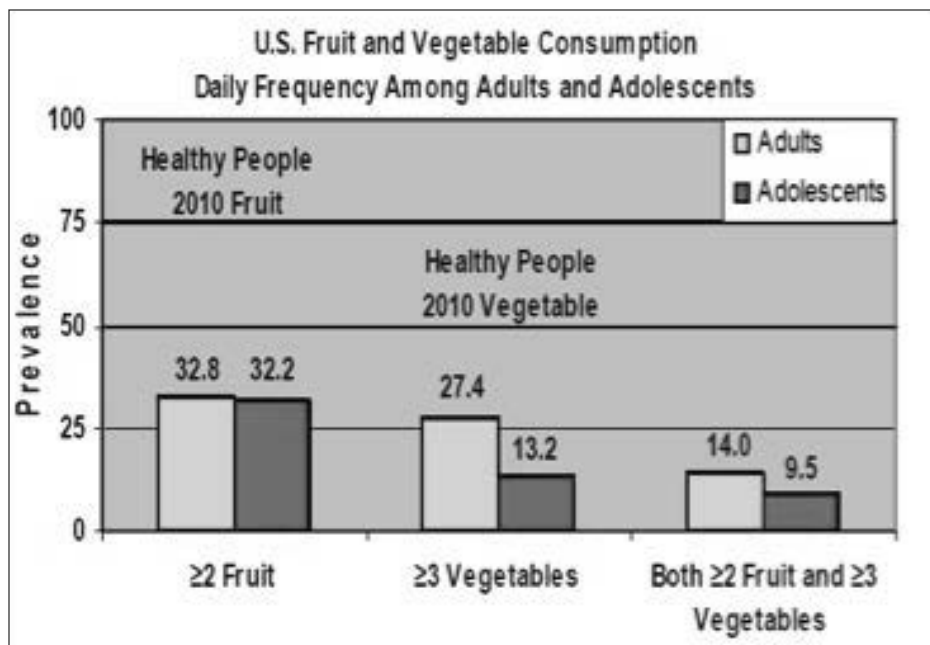
A 2009 report by the CDC showed that only 14% of adults ate the recommended number of servings of fruits and vegetables per day (based on an average recommended servings of two or more servings of fruit and three or more servings of vegetables per day). The statistics are even worse for high school students. Only 9.5% of teens ate the recommended number of servings of fruit and vegetables.

What does a serving of fruit or vegetables look like?

Eating 4.5 cups per day of fruit and veggies might sound like a lot, but fitting extra fruits and veggies into





















your diet can be easy and delicious. How much is a cup? See Chart 2.2 on the following page for some examples of how to count fruit and vegetable quantities. In addition to the examples in Chart 2.2, 100% fruit juice is also considered to be part of the fruit group. However, because 100% fruit juice lacks the fiber provided from whole fruit, a healthy diet should include real, whole fruit (like we put in our smoothies) in addition to juice. Be careful not to confuse 100% fruit juice with fruit drinks. Fruit drinks that are not 100% fruit juice often contain added sugars, and only the amount of the drink that is 100% fruit juice should be counted towards the fruit group. For example, if an 8 fluid ounce (1 cup) fruit drink is “10% fruit juice,” then the drink contains only 0.1 cups of fruit. The added sugars in the drink would be classified as empty calories. Likewise, smoothies made with ingredients besides 100% fruit juice, fruits and vegetables often contain added sugars and empty calories. By contrast, an 8 fluid ounce (1 cup) serving of 100% juice (like our fresh squeezed orange or carrot juices or one of our Fresh Juice Blends), counts as 1 cup of fruits or veggies.

Chart 2.1



(State Indicator Report on Fruits and Vegetables, 2009)

Chart 2.2: Fruit and Vegetable Serving Sizes

$\frac{1}{2}$ CUP ($\frac{1}{2}$ CUP = 1 SERVING)		1 CUP (1 CUP = 2 SERVINGS)	
$\frac{1}{2}$ of a small apple		1 small apple	
$\frac{1}{2}$ of a large banana		1 large banana	
4 large strawberries		8 large strawberries	
$\frac{1}{2}$ of a large bell pepper		1 large bell pepper	
$\frac{1}{2}$ of a large orange		1 large orange	
6 baby carrots		12 baby carrots	
1 large stalk of celery		2 large stalks of celery	
$\frac{1}{2}$ of a large peach		1 large peach	
$\frac{1}{2}$ of a large tomato		1 large tomato	
5 broccoli florets		10 broccoli florets	

Eat a Variety of Fruits & Vegetables

Eating a variety of fruits and vegetables each day can help you achieve a balanced diet rich in vitamins and minerals. An easy way to ensure you're eating a variety of fruits and vegetables every day is to think of variety in terms of the colors of a rainbow—red, orange, yellow, green, blue and purple. Sharyn Singer, a naturopath, developed the Eat a Rainbow Every Day project to help encourage healthy eating amongst younger generations.

“The ‘Eat a Rainbow Every Day’ project developed from the realization that there was a growing need to promote healthy attitudes to food beginning with very young children. Many adults were not able to offer their children this education because they did not have this relationship to food from childhood, many did not even cook. It became clear that in order to engage children in learning about food, a resource had to capture children’s imagination and create a positive relationship with wholesome authentic food and a health promoting lifestyle. It needed to be fun, creative and memorable, engaging adults as well” (Singer).

my take

Take a look at the lists below and try to identify as many fruits and vegetables as you can in each category. We’ve given you one example in each category to get you started.

- Red Veggies:

tomato

- Red Fruits:

strawberries

- Orange Veggies:

carrot

- Orange Fruits:

apricot

- Yellow Veggies:

corn

- Yellow Fruits:

banana

- Green Veggies:

broccoli

- Green Fruits:

green grapes

- Blue/Purple Veggies:

eggplant

- Blue/Purple Fruits:

blueberries



IQF vs. Fresh

Some guests may wonder if the Individually Quick Frozen (IQF) fruits and vegetables we use in our smoothies provide the same benefits as fresh produce. Our IQF fruits and vegetables are harvested when the produce is ripe and frozen right after harvesting, so they taste great and have little nutrient loss. IQF produce is a nutritious option that helps provide variety year round. Eating a variety of fruits and vegetables helps provide maximum nutritional benefit since different fruits and vegetables provide different nutrients.

IQF Fruit Process:



1. Fruit is picked at the peak of perfection.

2. Fruit is washed and prepped.



3. Fruit is flash frozen.



4. Fruit is packed for shipment to Jamba!

Why not organic?

Our produce is not organic because organic produce is not consistently available in the quantities we need throughout the year.



my take

Answer the following questions:

1. How many servings of fruits and vegetables did you eat yesterday?

2. Which colors of the rainbow did you eat yesterday?

3. How will you increase your fruit and vegetable consumption this week?

HLC Classroom



Video: Healthy Living Council Talks Juice.

Go to the MBA page on jambanet to watch a video about juice.

Jamba SPOTLIGHT

All Fruit™, Fruit & Veggie and Fresh Juice

Jamba helps make it easy to up your intake of fruits and vegetables with our smoothie and fresh juice options. A Small All Fruit or Fruit & Veggie smoothie provides at least three full servings of fruits and/or vegetables and at least 3 grams of fiber.

Our fruit and veggie smoothies and juices offer more than just fruit and/or vegetable servings. Many are packed full of vitamins, minerals and phytonutrients provided by the fruits and vegetables.

Our fruit and veggie products account for about 20% of sales on an annual basis. Even though 20% of sales may seem small when compared to the 50% our Classics category covers, 20% is a substantial portion. Keep reading to learn more about each of our product categories that contain fruit and veggies and all the important vitamins, minerals and phytonutrients that come with them.

All Fruit™

Our All Fruit smoothies are healthy, refreshing smoothies made with fruit, juice and ice. They are a great example of how Jamba supports a healthy active lifestyle because they are naturally sweetened with fruit juice and made with real whole fruit. The All Fruit smoothies account for almost 12% of smoothie sales annually, and with the increasing popularity of easy, nutritious ways to create a healthy diet, we expect demand for these smoothies to continue to grow.



All Fruit Benefits

All Fruit smoothies have many benefits, and the simplicity of the ingredient list makes it easy to remember the basics. Among the benefits of All Fruit smoothies are:

- Made with real whole fruit and 100% juice: 3.5 servings of fruit in every Small All Fruit smoothie, 5 servings of fruit in every Medium All Fruit smoothie and 5.5 servings of fruit in every Large All Fruit smoothie
- 3-4 grams of fiber in a Small All Fruit smoothie
- Healthy and nutritious (Do you remember what healthy and nutritious mean from Module 1?)
- Excellent source of vitamin C

The All Fruit Guest

Knowing the benefits of an All Fruit smoothie will help you identify guests for whom an All Fruit smoothie is a good fit. Here are a few situations where an All Fruit might be the right recommendation:

Guests looking for a smoothie without sherbet or frozen yogurt:

An All Fruit smoothie is often the right choice for a guest whose primary concern is eliminating the sherbet and/or frozen yogurt from

their smoothie. Each of our All Fruit smoothies are made without sherbet and frozen yogurt, but still offer the great juicy flavor of a Jamba smoothie our guests love.

Guests looking to add more fruits in their diet: Our All Fruit smoothies offer the highest number of fruit servings per smoothie size when compared to our other smoothie offerings; they are an easy and delicious way for guests to get their recommended servings of fruit. Each Small All Fruit smoothie provides at least three servings of fruit and a Medium All Fruit smoothie provides five servings of fruit. As you learned earlier in this module, the daily serving amount each person needs to eat varies according to factors like age, gender and physical activity level. Based on a 2,000 calorie diet, an individual needs nine servings of fruits and vegetables a day.

NEWS AROUND THE WHIRL'D Phytonutrients

Phytonutrient is a term that many people are unfamiliar with. Phytonutrients is the name given to a wide variety of compounds found in fruits, vegetables, beans, grains, and other plants. They play an important, although not completely understood, role in our health. Phytonutrients come from a variety of plant sources, and different phytonutrients have different effects on the body. Some common names for phytonutrients are antioxidants, phytochemicals, carotenoids and polyphenols. Beta carotene, which is found in orange and dark, leafy green fruits and vegetables like carrots, pumpkins, cantaloupes and kale, is a phytonutrient that helps support the immune system, vision, and bone and skin health. Eating a rainbow of fruits and vegetables helps ensure your body gets a wide variety of beneficial compounds, including phytonutrients (More Matters).



Vegan guests: Since our All Fruit smoothies are made with just fruit, juice and ice, they are a great option for our vegan guests. The All Fruit smoothies are non-dairy and packed with real whole fruit nutrition.

Fruit & Veggie

Eating your veggies is convenient and delicious with our fruit-forward Fruit & Veggie smoothie flavors. In each Small Fruit & Veggie smoothie, there is one full serving of vegetables and two servings of fruit. Our Fruit & Veggie smoothies are a simple, healthy blend of fruit, vegetable juice or vegetables and ice.

Fruit & Veggie Benefits

Fruit & Veggie smoothies are a great tasting way for our guests to eat fruits and vegetables. Fruit & Veggie smoothies are:

- Made with real whole fruit and 100% juice: one serving of vegetables and two servings of fruit in every Small Fruit & Veggie smoothie

- 3-9 grams of fiber in every Small Fruit & Veggie smoothie
- Made with juice from vegetables like carrots, beets, spinach, broccoli and kale
- Healthy and nutritious
- Excellent source of vitamins A and C (Do you remember what an excellent source nutrient content claim means from Module 1?)

The Fruit & Veggie Guest

Knowing the benefits of a Fruit & Veggie smoothie will help you identify guests for whom a Fruit & Veggie smoothie is a good fit. Here are a couple situations where a Fruit & Veggie might be the right recommendation:

Guests looking for a smoothie without sherbet or frozen yogurt:

Like an All Fruit smoothie, the Fruit & Veggie smoothies are made without sherbet and frozen yogurt. The Fruit & Veggie smoothies have slightly less sugar than the All Fruit smoothies because the All Fruit smoothies have one more scoop of fruit, and vegetable juice typically has fewer grams of sugar per ounce than fruit or fruit juice.

Guests looking to add more

vegetables in their diet: Fruit & Veggie smoothies are a fun and refreshing way to get a full serving of vegetables (in a Small size); each Small Fruit & Veggie smoothie contains a total of three full servings of fruit and vegetables. Eating healthy vegetables like beets, kale and broccoli has never been so much fun!

Vegan guests: Since our Fruit & Veggie smoothies are made up of just fruit, vegetable juice or vegetables, and ice, they are a great option for our vegan guests. The Fruit & Veggie smoothies are non-dairy, but packed with the wholesome natural sweetness of fruits with the benefits of vegetables.

HLC Classroom



Take a moment to read Healthy Living Council member Elizabeth Ward's

posting about whole fruit: **Blending Better Nutrition with Whole Fruit.**

You can find a link to it on the MBA page of jambanet or on the Jamba website at <http://jamba.com/live-fruitfully/live-fruitfully/healthy-living-council/elizabeth-ward/blending-better-nutrition-with-whole-fruit>

Fresh Squeezed Juices, Fresh Juice Blends and Premium Fresh-Squeezed Juices

Fresh squeezed juice is increasing in popularity. It's no wonder since fresh fruit and veggie juice is tasty and nutritious!

Fresh Squeezed Juice, Fresh Juice Blends and Premium Fresh-Squeezed Juice Benefits

Our fresh juice options help distinguish us as a healthy lifestyle brand. We squeeze our juice to order to deliver the freshest and best experience for our guests. Fresh Squeezed Juices, Fresh Juice Blends and Premium Fresh-Squeezed Juices are:

- Squeezed to order
- Fresh and great tasting
- Healthy and nutritious
- Good source of vitamin C
- Packed with micronutrients from fresh produce (Do you remember what a micronutrient is?)
- Made with whole fruit and/or vegetables providing at least two servings of fruit/vegetables

The Fresh Juice Guest

Guests interested in health and wellness: Juicing is getting a lot of media attention these days, and juice bars are gaining in popularity. Many guests will come in specifically for fresh juice while others will decide to try it to satisfy their curiosity. Whatever the reason, be prepared to use your product knowledge to engage the guest.

Guests following a juice cleanse or detox program: A juice “cleanse” or “detox” is a program in which a person consumes only fruit and vegetable juices for a period of time. While Jamba does not recommend or endorse any such programs, you may have guests who come in looking for a fresh juice to support their “cleanse” or “detox.” If a guest asks for a specific juice combination that is different from what we offer on our menu, use the substitution feature on the POS to ring in their juice. The “Extras” section on the recipe card will help you figure out 2 oz. equivalents for the fruits and veggies we carry.

Guests looking for something that does not contain sherbet or frozen yogurt: A guest looking for something juicy and refreshing without sherbet or frozen yogurt may be interested in either a Fresh Squeezed Juice, Fresh Juice Blend or Premium Fresh-Squeezed Juice.

Guests looking to add more fruits and vegetables in their diet: One of the reasons that juicing is gaining in popularity is that most people have trouble getting their recommended daily servings of fruits and veggies. Fresh juice allows guests to increase their consumption of fruits and veggies in an easy and delicious way. While most guests would not eat 6 cups of kale in a sitting, they can get that much in a 16 oz. Kale Apple Pineapple Chia juice.

Guests looking to add more fruits in their diet: Our Fresh Juice Blends combine fruit and/or vegetable juices with real whole fruit. Each 6 oz. serving of 100% fresh juice equals one full serving of fruit and, when combined with real whole fruit in our Fresh Juice Blends, our guests can get at least two full servings of fruit in each Fresh Juice Blend.

Guests who want something made only with fresh fruit and vegetables: If a guest wants something made only with fresh fruit and vegetables, then our Fresh Squeezed Juices or Premium Fresh-Squeezed Juices are the perfect solution. They’re squeezed to order with fresh produce making them a natural, healthy and nutritious option.

Vegan guests: Because our fresh juices contain only fresh fruits and/or vegetables, they are a great option for guests with restricted diets. Guests know exactly what’s in the product and can be sure there are no hidden ingredients. Our Fresh Squeezed Juices, Fresh Juice Blends and Premium Fresh-Squeezed Juices meet vegan dietary restrictions.

HLC Classroom



Take a moment to read Healthy Living Council member Kathleen Zelman’s

posting about 100% fruit juice: **Let’s Clear the Air: Are 100% Fruit Juice Drinks OK to Consume?**

You can find a link to it on the MBA page of jambanet or on the Jamba website at <http://jamba.com/live-fruitfully/live-fruitfully/healthy-living-council/kathleen-zelman/lets-clear-the-air-are-100-percent-fruit-juice-drinks-ok-to-consume>

NEWS AROUND THE WHIRL'D *Fresh Juice*

Jamba’s Fresh Squeezed Juices and Shots are relevant and in demand as consumption of fresh juice increases. Fresh juice is in the mainstream of our culture with juice “cleanses” such as Joe Cross’ journey to health in the 2010 documentary “Fat, Sick & Nearly Dead.” In the film, Joe Cross loses over 100 pounds and reclaims a healthy life through the power of fresh juice and exercise. At Jamba, we do not endorse any juice “cleanse” or “detox” because there is not enough science to confirm the claims.



Wheatgrass and Ginger Shots

Guests looking to really pump up the benefits of their smoothie or juice or get some additional nutrition on the side may find what they're looking for in a 1 or 2 oz. Wheatgrass Shot or a 2 oz. Ginger Shot.

Wheatgrass Shots are:

- Juiced to order
- Nutritious
- Good source of iron
- Excellent source of vitamin K

Ginger Shots are:

- Juiced to order
- Nutritious and contain 1g of protein
- Excellent source of vitamin C

Did You Know?

There isn't scientific research to back-up many of the nutritional benefits you may have heard about wheatgrass. At Jamba we only educate our guests on the nutritional benefits we can substantiate, but at the same time we do not want to tell our guests that their wheatgrass beliefs have not been proven. Instead, only share the approved nutritional benefits found on the Quick Reference Sheet at the beginning of this module.

FAQs

- What is iron and why do we need it?
 - Iron is a mineral (a micronutrient). "Iron, one of the most abundant metals on Earth, is essential to most life forms and to normal human physiology" (Iron).
 - Iron helps in the formation of hemoglobin in the red blood cells which carries oxygen from our lungs throughout our bodies. Iron helps our muscles store and use oxygen and helps energy production and metabolism. Iron is an element in many protein and enzymes vital to help maintain normal immune functions such as digesting foods and helping with reactions that occur in our bodies (Iron and Iron Deficiency).

- What is vitamin K good for?
 - Vitamin K helps play a role in blood clotting. "The "K" is derived from the German word "koagulation;" coagulation refers to the process of blood clot formation" (Vitamin K). Without enough vitamin K, your blood may be too thin.
- What are the effects of citrus when taken with wheatgrass?
 - We haven't seen any scientific research to prove that citrus or vitamin C have negative effects on wheatgrass juice. In fact, even the wheatgrass juice contains vitamin C (about 7.58 mg per 2 oz. shot or 12% DV). One slice of an orange contains more vitamin C than a 2 oz. wheatgrass shot. Together you get about 22-25% DV of your daily needs of vitamin C, which actually enhances the effects of wheatgrass because:
- Vitamin C is probably one of the best water soluble antioxidants; it also works in synergy with the other antioxidants found in the wheatgrass juice (vitamin E, selenium, and beta carotene).
- Vitamin C is also a chelating agent, i.e. it combines with heavy metals such as iron and calcium (also found in the wheatgrass juice) and enhances the body's absorption of these vital minerals.





Pick an All Fruit Smoothie, a Fruit & Veggie smoothie, Fresh Juice Blend and Fresh Squeezed Juice. Complete the table using the products you have chosen.

	Small All Fruit™ Smoothie	Small Fruit & Veggie Smoothie	Small Fresh Juice Blend	Small Fresh Squeezed Juice
Product Name				
Calories				
Total Fat	g	g	g	g
Total Carbohydrates	g	g	g	g
Dietary Fiber	g	g	g	g
Sugar	g	g	g	g
Protein	g	g	g	g
Excellent source of (over 20%—based on 8 oz. reference amount)				
Good source of (over 10%—based on 8 oz. reference amount)				
Based on the above I would recommend this product to...				



Pick a Fresh Juice or Fruit & Veggie product you haven't tried or haven't tasted in awhile. During your shift today, prepare a sample of the product to sample out to guests. Make sure to taste one of the samples yourself before sampling so you can describe the taste profile of the product. While you are sampling, talk to guests about how Jamba can help them get their daily servings of fruit and veggies. Be prepared to answer the questions in the following MyTake section after you finish sampling to guests.

my take

Using your own experience sampling a Fresh Juice or Fruit & Veggie product and the RRR, answer the following questions.

1. Which Fresh Juice or Fruit & Veggie product did you sample?

2. How would you describe the taste profile to a guest?

3. How many different fruits and/or vegetables are in the product?

4. What are some of the nutritional benefits of this product?

5. How would you suggest to sell this product to a guest?

Before starting your Knowledge Check make sure you completed all of the assigned activities



Knowledge CHECK

Go to the MBA jambanet page and print the knowledge check for this week. After completing your knowledge check, compare your answers to the knowledge check key on the MBA jambanet page. Review any questions you may have missed.

classics and more

AT JAMBA

COURSE INTRO

Sugar is hard to avoid, from bread and cake to pasta sauce and applesauce, it is in many of the foods and beverages we consume each day. But understanding the different types of sugar, and how to select foods with naturally occurring sugars rather than added sugars, can help us eat a healthier and more nutrient dense diet.

In this module you'll learn more about the nutritional benefits of our Classics, Creamy Treats and Make It Light™ smoothies. You'll learn about the different types of naturally occurring sugars and added sugars. You'll also learn about Splenda®, the artificial sweetener that is an ingredient in the Lower Calorie Dairy Base and why it is a good option for those looking to reduce their caloric or sugar intake.

Over half of the smoothies sold at Jamba are from the Classics category.



Quick Reference Sheet

Nutrient Content Claims	Classics	Make It Light™	Creamy Treats
Healthy		✓	
Nutritious	✓	✓	✓
(At least) # of fruit servings in a Small	2.5	1.5	
(At least) # of vegetable servings in a Small			
(At least) # of fruit servings in a Medium	3.5	2.5	
(At least) # of vegetable servings in a Medium			
(At least) # of fruit servings in a Large	4	3	
(At least) # of vegetable servings in a Large			
Good source of		Vitamin C	Calcium and Protein (Chocolate Moo'd® and Peanut Butter Moo'd®)
Excellent source of			Vitamin C (Orange Dream Machine®)
Made without sherbet or frozen yogurt		✓ (but still contains milk)	
Easy way to get more fruit	✓	✓	
Easy way to get more vegetables			
Allergens	Milk	Milk	Peanuts, Milk and Soy



FOODS I ATE YESTERDAY	# of fruit servings	# of vegetable servings	Color of the rainbow
TOTAL			

Thoughts & Jots



Did you Know?

Sugar is the most popular ingredient added to foods in the United States (How much sugar do you eat?). Yes, you probably expect to find it in cookies, candy and desserts, but sugar is also added to many savory products such as crackers, soups, meats, bread and peanut butter.

What is sugar?

When we hear the word sugar, most of us think of the white granulated sugar, commonly called table sugar, available everywhere, from the baking aisle of the grocery store to the coffee bar next to the milk. We know sugar is sweet and sugar makes food taste good, but how does our body recognize sugar?

Table sugar is sucrose, which is the combination of two simpler sugars stuck together: fructose and glucose (Science of Candy). In addition to sucrose, other types of sugar include lactose, maltose, glucose, and fructose. These sugars are considered simple carbohydrates. Our bodies convert carbohydrates into glucose, which is our main fuel. The more refined the carbohydrate, the faster the glucose is released into the body. As a refined carbohydrate, table sugar is quickly broken down and released into our body, which can cause peaks and drops in blood sugar and energy levels (Nutrition 101).

While sugar often gets a bad rap, sugar is found naturally in many foods including fruits, vegetables, milk and milk products (Carbohydrates). Sugar is an important energy source and a part of a healthy diet. "The human body cannot survive without glucose (sugar) and will make it from other sources if not readily available" (Sugar).

What are the different types of sugar?

Fructose: Naturally found in fruits and other foods. The sweetest of all sugars.

Glucose: Naturally found in many foods including fruits, vegetables and honey. "Glucose is the main form of carbohydrate that our cells use for energy" (Basic Nutrition Module: Carbohydrates).

Maltose: Naturally found in germinating grain. Maltose or malt sugar is made from two glucose units (Carbohydrates: Maltose).

Lactose: Naturally found in milk and milk products. It is the sugar in milk.

Sucrose: Naturally found in plants, such as beets, sugar cane and corn. This is what table sugar is made of.

HLC Classroom



Take a moment to read Healthy Living Council member Elizabeth Ward's postings about glucose:

- **Feed Your Head! Fruit Helps Fuel Your Brain.** You can find a link to it on the MBA page of jambanet or on the Jamba website at <http://jambajuice.com/live-fruitfully/live-fruitfully/healthy-living-council/elizabeth-ward/feed-your-head-fruit-helps-fuel-your-brain>
- **Stay Smart! How to Find the Fuel Your Brain Needs.** You can find a link to it on the MBA page of jambanet or on the Jamba website at <http://jambajuice.com/live-fruitfully/live-fruitfully/healthy-living-council/elizabeth-ward/stay-smart-how-to-find-the-fuel-your-brain-needs>

What are added sugars?

Since many products have added sugars to make them taste better, if you're not paying attention to the ingredients in the foods and beverages you consume, chances are you're consuming too many added sugars. Added sugars are sugars added to food during production or processing to increase the sweetness of the food. For instance, unsweetened applesauce containing apples and cinnamon does not contain any added sugar. But applesauce containing apples, fructose and cinnamon does contain added sugar because fructose (above and beyond the fructose naturally contained in the apples) was added to the applesauce, increasing the sweetness of the food.

1 teaspoon of table sugar = 15 calories

1 teaspoon of corn syrup = 20 calories



Foods containing added sugars supply added calories (and therefore added energy), but usually lack the nutrients and dietary fiber found in foods with naturally occurring sugars, such as fruits and vegetables. Added sugars aren't a good source of additional energy for most people because staying within specific calorie limits for the day while eating a balanced nutritious diet doesn't allow much wiggle room for empty calories like added sugars.

The average American consumes about 22 teaspoons of added sugar each day, which adds up to over 70 pounds of sugar a year (Be a Sugar Detective). This can take quite a toll on our bodies, as eating too much sugar can lead to health problems such as unhealthy weight gain, high blood pressure, diabetes and high cholesterol. Think about it—22 teaspoons of added sugar equates to roughly 330 empty calories every day!

Follow these recommendations for added sugar limits from the American Heart Association:

- Children → limit to 3-4 teaspoons per day
- Adult women/teens → limit to less than 5 teaspoons per day
- Adult men/teens → limit to less than 8-9 teaspoons per day



my take

Added sugars are sometimes hard to spot because there are many different sources and names for them. Take a look at the list of added sugars below and put a ✓ next to each one you recognize.

- | | |
|--|---|
| <input type="checkbox"/> Anhydrous Dextrose | <input type="checkbox"/> Honey |
| <input type="checkbox"/> Brown Rice Sweetener | <input type="checkbox"/> Invert Sugar |
| <input type="checkbox"/> Brown Sugar | <input type="checkbox"/> Lactose |
| <input type="checkbox"/> Cane Juice | <input type="checkbox"/> Liquid Fructose |
| <input type="checkbox"/> Cane Syrup | <input type="checkbox"/> Malt Syrup |
| <input type="checkbox"/> Confectioner's Powdered Sugar | <input type="checkbox"/> Maltose |
| <input type="checkbox"/> Corn Sweetener | <input type="checkbox"/> Maple Syrup |
| <input type="checkbox"/> Corn Syrup | <input type="checkbox"/> Molasses |
| <input type="checkbox"/> Corn Syrup Solids | <input type="checkbox"/> Nectars |
| <input type="checkbox"/> Crystal Dextrose | <input type="checkbox"/> Pancake Syrup |
| <input type="checkbox"/> Dextrose | <input type="checkbox"/> Powdered Sugar |
| <input type="checkbox"/> Dried Cane Syrup | <input type="checkbox"/> Raw Sugar |
| <input type="checkbox"/> Evaporated Cane Juice | <input type="checkbox"/> Sucrose |
| <input type="checkbox"/> Evaporated Corn Sweetener | <input type="checkbox"/> Sugar |
| <input type="checkbox"/> Fructose | <input type="checkbox"/> Sugar Cane Juice |
| <input type="checkbox"/> Fruit Juice Concentrate | <input type="checkbox"/> White Granulated Sugar |
| <input type="checkbox"/> Fruit Nectar | |
| <input type="checkbox"/> Glucose | |
| <input type="checkbox"/> High-Fructose Corn Syrup (HFCS) | |

Be a
sugar
detective!

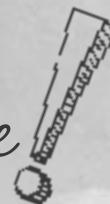
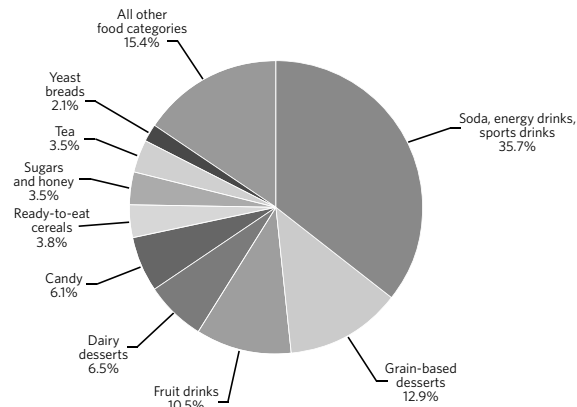


Chart 3.1

Check out chart 3.1 to learn about where the added sugars in the diets of the U.S. population come from. Notice that 35.7% of added sugars come from beverages like soda, energy drinks and sports drinks, all of which are considered empty calories because they offer little to no nutritional value. One 12 oz. can of soda alone contains about 11 teaspoons of sugar but no nutritional value (How much sugar do you eat?).

FIGURE 3-6. Sources of Added Sugars in the Diets of the U.S. Population Ages 2 Years and Older, NHANES 2005–2006^a



a. Data are drawn from analyses of usual dietary intake conducted by the National Cancer Institute. Foods and beverages consumed were divided into 97 categories and ranked according to added sugars contribution to the diet. "All other food categories" represents food categories that each contributes less than 2% of the total added sugar intake.

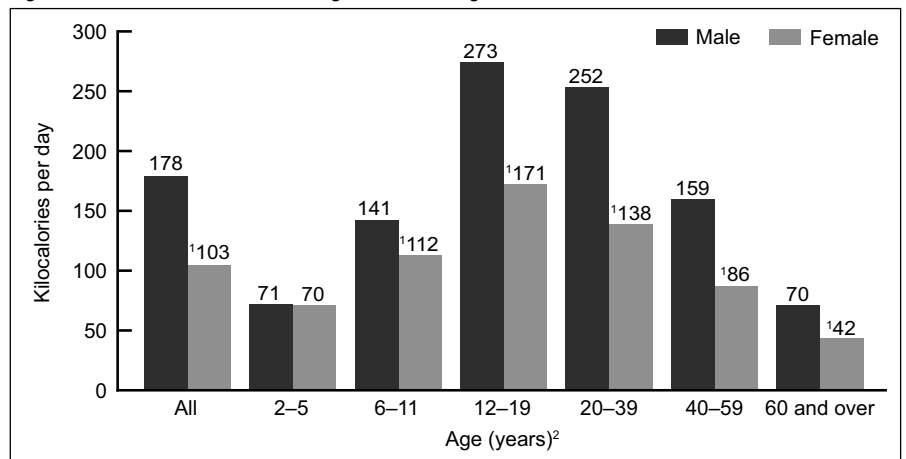
Source: National Cancer Institute. Sources of added sugars in the diets of the U.S. population ages 2 years and older, NHANES 2005–2006. Risk Factor Monitoring and Methods. Cancer Control and Population Sciences. http://riskfactor.cancer.gov/diet/foodsources/added_sugars/table5a.html. Accessed August 11, 2010.

(Dietary Guidelines for Americans, 2010)

Chart 3.2

Now take a look at Chart 3.2. You'll notice that the average American consumes over 100 calories per day from sugar drinks. Males between the ages of 12–19 consume the most at 273 calories per day, but even children ages 2–5 are consuming around 70 calories per day in sugar drinks.

Figure 1. Mean kilocalories from sugar drinks for ages 2 and over: United States, 2005–2008



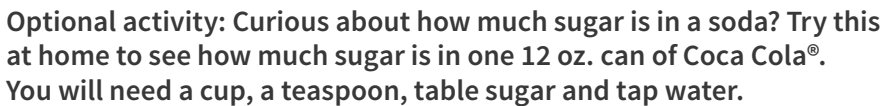
¹Significantly different from males.

²Significant quadratic trend for both males and females.

SOURCE: CDC/NCHS, National Health and Nutrition Examination Survey, 2005–2008.

(Dietary Guidelines for Americans, 2010)

Consuming sugar drinks is not limited to special occasions and eating out. More than half of sugar drink calories are consumed in the home. For those needing to decrease their added sugar consumption, an easy fix is to drink water or unsweetened tea instead of soda and energy drinks. Even swapping out half of added sugar drinks with water or unsweetened tea can make a big impact on overall calories and sugar consumed throughout the day.



- Share your thoughts about this activity:**

HLC classroom



Satisfying Your Sweet Tooth Without Added Sugar

When you eat foods with naturally occurring sugar like fruit, you're also getting valuable nutrients, vitamins and minerals your body needs. So instead of reaching for a cookie or your favorite candy next time you're craving sugar, reach for something naturally sweet, like a piece of whole fruit.

my take

Answer the following questions.

1. How many sodas, energy drinks or other added sugar beverages do you consume per week?

2. What changes can you make to your beverage choices in order to reduce the amount of added sugars you consume?

3. If you regularly drink beverages with added sugars, set a goal for yourself this week to decrease your consumption of these beverages. What is your personal goal?

HLC Classroom



Take a moment to read Healthy Living Council member Kathleen Zelman's

posting about fruit sugar: Mother Nature's Sweet Solution Fruit Sugar Is Natural Goodness.

You can find a link to it on the MBA page of jambanet or on the Jamba website at <http://jambajuice.com/live-fruitfully/live-fruitfully/healthy-living-council/kathleen-zelman/mother-natures-sweet-solution-fruit-sugar-is-natural-goodness>

Jamba SPOTLIGHT

Classics, Creamy Treats and Make It Light™

Jamba provides better-for-you alternatives to sodas and other sugary drinks by offering beverages that provide some nutritional benefits while also delivering great taste. We'll start where many of our guests do—with our Classic smoothies.

Classics

As Jamba transitions more and more to a healthy active lifestyle brand, we don't often feature our Classic smoothies in our marketing promotions or talking points at Reg or Pour. However for many of our guests, the Classics are what come to mind when they think about Jamba. Some of our oldest and most popular smoothies are Classics. In fact, Classic smoothies account for just over half of our smoothie sales.

CLASSIC BENEFITS

Classics don't just deliver great taste. They also have many benefits which make them a better-for-you snack, treat or meal than guests would find at other quick serve restaurants. For many guests who have trouble getting their recommended servings of fruits and vegetables, Jamba provides an easy and delicious way to boost their intake. Among the benefits of a Classic smoothie are:

- At least 2 servings of fruit in every Classic smoothie
- Nutritious (Quick! Can you remember what a nutritious content claim means from Module 1?)
- Made with real whole fruit

THE CLASSIC GUEST

Knowing the benefits of a Classic smoothie will help you identify guests for whom a Classic smoothie is a good fit. Here are a couple situations where a Classic might be the right recommendation:

- **Guests looking for a great tasting smoothie:** a Classic is often the right choice for a guest whose primary concern is taste. With great flavor options ranging from sweet to tart, creamy to juicy, there's something for almost everyone on the Classics menu.
- **New guests:** Our Classics are a great introduction to Jamba. With great taste that also provides at least two servings of fruit and some vitamins and minerals, a Classic is a safe starting point for many guests.



Make It Light™

Make It Light smoothies substitute the frozen yogurt or sherbet in our Classic smoothies with our Lower Calorie Dairy Base so calories, carbs and sugar are reduced by one-third. Make It Light smoothies allow us to offer options that encourage a healthy lifestyle to guests looking to reduce their sugar intake or cut back on calories.

MAKE IT LIGHT BENEFITS

- One-third fewer calories, carbs, and sugar than the Classic version of the smoothie

THE MAKE IT LIGHT GUEST

- **Guests looking for a lower calorie option:** Because they have one-third fewer calories than a regular smoothie, Make It Light smoothies are a good option for guests looking to reduce calorie intake.
- **Guests looking for less sugar:** Splenda is many times sweeter than sugar. By replacing some of the sugar with Splenda, you get the same level of sweetness without all of the sugar. Our Make It Light smoothies use Lower Calorie Dairy Base, sweetened with Splenda, in place of frozen yogurt or sherbet so the sugar content is lower. (However, because our smoothies still have fructose from fruit and lactose from the milk in the Lower Calorie Dairy Base, they are not a low-sugar product.)

If a guest wants a lower sugar Classic smoothie that isn't a Make It Light, suggest their favorite Classic smoothie with **GREEK YOGURT** instead of frozen yogurt or sherbet.

Creamy Treats

Life would be very dull without the occasional indulgence. For those guests who want a treat, Creamy Treats hit the mark. For some, it's a special occasion treat. For others, it's their daily indulgence.

CREAMY TREAT BENEFITS

While the Creamy Treats category is primarily for guests who are looking for something indulgent, each of the smoothies in this category also offer some nutritional benefits.

- Chocolate Moo'd and Peanut Butter Moo'd: Good source of calcium and protein
- Orange Dream Machine: Excellent source of vitamin C

THE CREAMY TREATS GUEST

- **Guests looking for a treat:** This is the main market for our Creamy Treats. Recommend one to guests looking to indulge themselves.
- **Guests looking to boost their calorie intake:** Yes, there are the occasional guests who need to up their calorie intake. For those guests who have trouble getting enough calories, a Creamy Treat can make it easier for them to get the calories they need along with some additional nutritional benefits.



NEWS AROUND THE WHIRL'D *More About Splenda®*

Splenda is a brand name for sucralose—a no-calorie sweetener made from sugar. We use Splenda in our Lower Calorie Dairy Base, which is an ingredient in our Make It Light smoothies. Many people find it has a more natural flavor than other artificial sweeteners or sugar substitutes. It is often used by those trying to reduce the sugar and/or calories in their diet because our bodies don't recognize sucralose as a sugar or carbohydrate. Sucralose is not metabolized by the body, but passes through unchanged and is eliminated after consumption. Because sucralose is about 600 times sweeter than sugar, only a small amount is needed compared to the amount of sugar you would normally use for sweetness (Artificial Sweeteners and Other Sugar Substitutes).

Sucralose was discovered in 1976 and has been the subject of many studies that have tested the safety of sucralose consumption. Sucralose has been deemed safe by the United States Food and Drug Administration (FDA) as well as by the health ministries of over 30 other countries around the world (Everything You Need to Know About Sucralose).

Delicious Alternatives

Everyone wants to indulge sometimes! Luckily at Jamba you can indulge without breaking the calorie bank. Whether you want something juicy or creamy, we have options for you, including our Creamy Treats which were developed to be a better-for-you alternative to many of the tempting treats available in our society. Take a look to see how our Chocolate Moo'd compares to other similar chocolate treat alternatives:

Jamba Juice®	Small (16 oz.) Chocolate Moo'd®	430 calories	4g fat
Jack in the Box®	16 oz. Chocolate Ice Cream Shake	781 calories	34g fat
Carl's Jr®	Original Chocolate Hand-Scooped Ice Cream Shake™	690 calories	34g fat
Starbucks®	Grande (16 oz.) Double Chocolaty Chip Frappuccino® (with whipped cream)	640 calories	22g fat
McDonalds®	16 oz. McCafe Chocolate Shake	700 calories	20g fat
In-N-Out®	15 oz. Chocolate Shake	590 calories	29g fat
Cold Stone Creamery®	16 oz. Oh Fudge! Shake	1060 calories	62g fat

my take

Answer the following questions.

1. Take a look at the ingredient list in the RRR for the Fresh Squeezed Juices and Fresh Juice Blends. Look up the answers to the following questions.

a) How many of the Fresh Squeezed Juices and Fresh Juice Blends contain added sugar?

b) What is the connection between the naturally occurring sugars and the nutrients in the Fresh Squeezed Juices and Fresh Juice Blends?

2. Now pick your favorite smoothie on the menu, and write its name below:

Answer the following questions about the smoothie you chose.

a) List any added sugars found in your smoothie. (Use the list of added sugars provided earlier in this module to help you spot any added sugars.)

b) How does your favorite smoothie compare to a Fresh Squeezed Juice or Fresh Juice Blend?

3. Explain the difference between the naturally occurring sugar from the fructose in fruit and the added sugar in a soda.

Review the Sucralose
Brochure for Module 3 on the
MBA jambanet page.

Look
It Up



it's GOOD to be GOOD to you.

NEWS AROUND THE WHIRL'D Food Deserts

Access to healthy, affordable food can be difficult to find in many communities across America. More than 23 million Americans, including 6.5 million children live in food deserts. Of these millions of Americans living in food deserts, "just under half have incomes at or below 200% of the poverty line, and almost 1 million do not have access to a car" (Healthy Communities). Food deserts are low income communities where access to affordable and healthy foods is limited and the nearest supermarket is over one mile away. Poor access to affordable and nutritious foods contributes to poor diet and can lead to higher levels of diet-related diseases, including obesity. The Obama administration is working to eliminate food deserts across the nation within seven years. That is why they launched the Healthy Food Financing Initiative which provides financing to develop and equip grocery stores and farmers markets with healthy foods in low-income and underserved areas.

HLC Classroom



Video: Eliminating Food Deserts in America

Go to the MBA page on jambanet to watch a video on what food deserts are and how they impact communities.

<http://www.letsmove.gov/healthy-communities>

HLC Classroom



Video: Healthy Living Council Talks About How to Make Better Food and Beverage Choices

Go to the MBA page on jambanet to watch a video on how to make better food and beverage choices.

<http://jambajuice.com/live-fruitfully/live-fruitfully/healthy-living-council/kathleen-zelman/learn-about-how-to-make-better-food-and-beverage-choices>





Pick a Classic smoothie, the Make It Light version and a Creamy Treat.
Complete the table using the products you have chosen.

	Small Classic Smoothie	Small Make It Light™ Smoothie	Small Creamy Treat
Product Name			
Calories			
Total Fat	g	g	g
Total Carbohydrates	g	g	g
Dietary Fiber	g	g	g
Sugar	g	g	g
Protein	g	g	g
Excellent source of (over 20%—based on 8 oz. reference amount)			
Good source of (over 10%—based on 8 oz. reference amount)			
Based on the above I would recommend this product to...			

Tasting LAB

Pick a Classic smoothie and the corresponding Make It Light™ version.
Make samples of each and conduct a taste test in the back room following the steps below, completing the questions in order.

Classic smoothie chosen:

1. Taste the Classic smoothie.

2. Taste the Make It Light version.

a) What difference do you taste between the two smoothies?

b) What similarities do you taste?

c) How would you explain the difference to a guest?

d) To whom would you recommend the Classic?

e) To whom would you recommend the Make It Light version?

Before starting your Knowledge Check make
sure you completed all of the assigned activities



Knowledge CHECK

Go to the MBA jambanet page and print the knowledge check for this week. After completing your knowledge check, compare your answers to the knowledge check key on the MBA jambanet page. Review any questions you may have missed.



Boosted!

AT JAMBA

COURSE INTRO


In Module 1: Nutrition in Our Whirl'd, you learned about micronutrients. In this module we'll take a closer

look at the Jamba products that contain added micronutrients (vitamins and minerals). You'll learn all about the Fit 'n Fruitful™ and Functional smoothie categories. You'll also learn about the nutritional benefits of each boost and Whole Food Boost.

How can you pump up your smoothie? Try one of our Boosted smoothies or give your smoothie a boost with one of our boosts formulated especially for Jamba! Our Boosted smoothies account for about 9% of sales on an annual basis. All of our Boosted smoothies, Boosts™ and Whole Food Boosts™ are designed to make it easier for guests to treat their bodies better... every day! Our Boosted Smoothies include both our Functional and Fit 'n Fruitful smoothie categories. These two smoothie categories can help our guests meet their dietary needs and support their nutritional and/or fitness goals. Our Fit 'n Fruitful smoothies support weight management and balanced nutrition, and the Functional smoothies provide vitamin C, antioxidants and/or protein.



and dance the Jamba



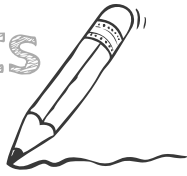
give yourself
a Boost!

Quick Reference Sheet

Nutrient Content Claims	Functionals	Fit 'n Fruitful	Whole Food Nutrition
Healthy	✓	✓	
Nutritious	✓	✓	✓
(At least) # of fruit servings in a Small	1.5	2.5	1
(At least) # of vegetable servings in a Small			
(At least) # of fruit servings in a Medium	2.5	3.5	2
(At least) # of vegetable servings in a Medium			
(At least) # of fruit servings in a Large	3	4	2
(At least) # of vegetable servings in a Large			
Good source of		Protein, Fiber and 14 essential vitamins and minerals	Protein, Fiber and Vitamin C
Excellent source of	Vitamin C	Vitamin C and B6	
Made without sherbet or frozen yogurt		✓ (but still contains milk)	✓ (but still contains milk)
Easy way to get more fruit	✓	✓	✓
Easy way to get more vegetables			✓
Allergens	Tree Nuts, Milk and Soy	Milk and Soy	Peanuts, Milk and Soy

[illegible]

Thoughts & Jots



Did you Know?

What is a dietary supplement?

Jamba boosts are considered dietary supplements. (This statement excludes our Whole Food Boosts™.) According to the FDA, “a dietary supplement is a product taken by mouth that contains a ‘dietary ingredient’ intended to supplement the diet” (Q & A on Dietary Supplements). Dietary supplements are offered in many forms, including tablets, capsules, powders, softgels, gelcaps and liquids. Our Boosts are powders.

Who can sell dietary supplements?

Manufacturers and distributors of dietary supplements do not need FDA (Federal Drug Administration) approval to sell their product. Rather the manufacturer is responsible for ensuring their dietary supplements are safe and the information provided on the label is truthful and not misleading. The FDA evaluates the safety of dietary supplements after they are in the market. If a dietary supplement being sold is ever found to be unsafe, the FDA can take action to remove it from the marketplace (Using Dietary Supplements). We use the I in FIBER (integrity) when making claims about our Boosts—and all of our products. We only make claims that have been substantiated and that we feel are accurate and truthful.

How many people use dietary supplements?

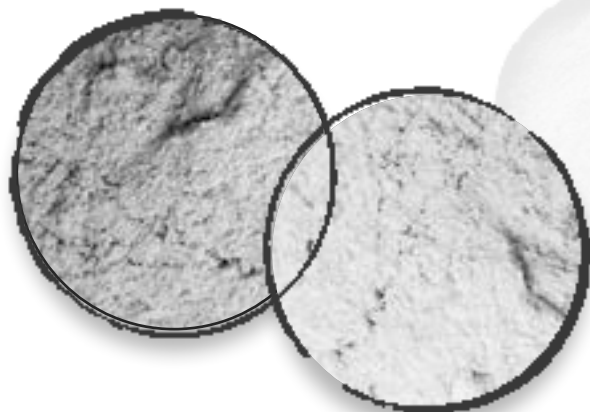
Dietary supplements are popular with Americans. Data from the National Health and Nutrition Examination 2003-2006 dietary supplement survey indicates that 53% of American adults took at least one dietary supplement and, of those adults, 39% took a multivitamin/mineral supplement. It also showed that women were more likely than men to take a dietary supplement (Using Dietary Supplements).

What are multivitamin/mineral supplements?

“Multivitamin/mineral supplements contain a combination of vitamins and minerals, and sometimes other ingredients as well” (Multivitamin/mineral Supplements). The basic, once a day multivitamin/mineral is among the most commonly consumed. Some multivitamin/mineral supplements may be marketed with a special purpose, such as weight control, energy or performance. These multivitamin/mineral products may contain additional ingredients to support the claim, such as glucosamine and echinacea (Multivitamin/mineral Supplements).

Why do people take a multivitamin/mineral supplement?

There are many reasons why people take a multivitamin/mineral supplement, some of them include increasing nutrients, promoting health and reducing the risk of disease. “Taking a multivitamin/mineral supplement increases nutrient intakes and helps people get the recommended amounts of vitamins and minerals when they cannot meet these needs from food alone. But taking a multivitamin/mineral supplement can also raise the chances of getting too much of some nutrients like iron, vitamin A, zinc, niacin, and folic acid, especially when a person uses more than a basic, once-daily product” (Multivitamin/mineral Supplements). Ironically, the people that would benefit the most from taking a multivitamin/mineral supplement are the least likely to take them.



Answer the following questions.

1. What dietary supplements do you consume?

2. How often do you take dietary supplements?

Jamba SPOTLIGHT

Functionals, Fit 'n Fruitful™, Whole Food Nutrition, Boosts™ and Whole Food Boosts™

Functionals, Fit 'n Fruitful and Whole Food Nutrition smoothies contain whole foods and juice, and contain no artificial flavors and no artificial preservatives. Guests interested in boosted smoothies are often interested in more detailed nutritional information about the products. Make sure you know all about these products and where to find additional information in the RRR.

Fit 'n Fruitful™

The Fit 'n Fruitful smoothie works for you—with 14 vitamins and minerals, protein and fiber from our Balance Boost™ and the added benefit of our Lean Advantage Boost™. These blended-to-order smoothies can help support our guests' weight management routine tastefully.

FIT 'N FRUITFUL BENEFITS

A Medium Fit 'n Fruitful smoothie makes a smart choice for a quick meal substitute with 400 calories or less and 13 grams of protein. Fit 'n Fruitful smoothies are:

- Convenient meal substitutes that provide balanced nutrition
- A good source of protein, fiber and 14 essential vitamins and minerals
- Healthy and nutritious
- An excellent source of vitamins C and B6
- Made with the Lean Advantage Boost which helps support long

term weight management when paired with a healthy balanced diet and exercise program.

THE FIT 'N FRUITFUL GUEST

Knowing the benefits of a Fit 'n Fruitful smoothie will help you identify guests for whom a Fit 'n Fruitful smoothie is a good fit. Here are a few situations where a Fit 'n Fruitful smoothie might be the right recommendation:

- **Guests looking for something to help support their weight management routine:** Each of our Fit 'n Fruitful smoothies includes our Lean Advantage Boost which helps support long term weight management by reducing body fat and promoting lean muscle mass when used consistently along with a healthy balanced diet and exercise.
- **Guests looking for a meal replacement and/or something to fill them up:** Our Fit 'n Fruitful smoothies are a great meal replacement. With 14 essential vitamins and minerals, a good source of protein and fiber, and at least two servings of fruit, they provide well-balanced nutrition for any time of day.



Functional Smoothies

Functional smoothies are designed to make achieving your goals taste great, whether you're trying to build muscles or get more vitamins.

FUNCTIONAL SMOOTHIE BENEFITS

Açaí juice, protein, antioxidants and orange juice—these are just a few things you can find in our Functional smoothies. Functional smoothies are:

- Made with real whole fruit
- Healthy and nutritious
- The Orange C-Booster™ smoothie provides 190% DV vitamin C in a Small size; it is antioxidant rich (contains vitamins A, C and E) which helps promote cell growth and defend a strong immune system
- The Protein Berry Workout™ smoothie boosted with soy or whey protein has at least 15 grams of protein in a Small size; it helps enhance recovery after workouts, support cell growth and build muscle tissue
- The Açaí Super Antioxidant™ smoothie contains super fruits and our Antioxidant Boost™ for a dose of antioxidants; it is antioxidant rich (contains vitamins A, C and E) which helps neutralize free radicals to maintain cell health

THE FUNCTIONAL SMOOTHIE GUEST

Knowing the benefits of a Functional smoothie will help you identify guests for whom a Functional smoothie is a good fit.

- **Guests looking for a smoothie to help them reach their fitness goals or recover from a workout:** Protein helps our muscles recover from a workout and our Protein Berry Workout with soy or whey protein provides at least 15 grams of protein (in a Small) and up to 22 grams of protein (in a Large Protein Berry Workout with whey protein).
- **Guests looking for something with added nutrients or antioxidants:**



For guests wanting some additional nutrients or antioxidants, we offer the Orange C-Booster and our Açaí Super Antioxidant. The Orange C-Booster, made with orange juice and added boosts, packs a punch of vitamin C. The açaí juice, blueberries and Antioxidant Boost fill our Açaí Super Antioxidant smoothie with antioxidants to help fight free radicals.

Whole Food Nutrition Smoothies (New in 2014!)

Whole Food Nutrition smoothies are nutritious and satisfying smoothies made with whole food ingredients to provide a delicious, on-the-go meal with balanced nutrition.

WHOLE FOOD NUTRITION BENEFITS

Made with whole fruit, whole veggies and other real whole food ingredients like chopped whole leaf kale, whole chia seeds and fresh Greek yogurt, our Whole Food Nutrition smoothies offer a variety of options that are:

- A good source of protein (10-14 grams)

- A good source of fiber and vitamin C
- Nutritious
- A square meal in a round cup

THE WHOLE FOOD NUTRITION GUEST

Knowing the benefits of a Whole Food Nutrition smoothie will help you identify guests for whom a Whole Food Nutrition smoothie is a good fit.

- **Guests looking for real whole foods:** All of the Whole Food Nutrition smoothies are made with whole food ingredients to provide a delicious, on-the-go meal with balanced nutrition.
- **Guests looking for more veggies:** For guests looking for an easy and delicious way to consume more vegetables, we offer the Kale-ribbean Breeze™ and Carrot Orange Fusion™.
- **Guests looking for a smoothie with healthy fats:** Both the Kale-ribbean Breeze and Carrot Orange Fusion are made with whole chia seeds, which makes them a good source of omega-3s.

Boosts™

We can do some pretty amazing things, and so can our bodies, but sometimes we need a little support—that's where Jamba Boosts™ can help!*

***NOTE:** Our boosts are dietary supplements and not intended to treat, cure or prevent any disease. We do not recommend boosts for children, pregnant women and those taking prescribed medications. For guests who ask whether a boost is appropriate for them, our policy is to advise them to consult their physician before starting any supplement program, especially concerning autoimmune disorders, pregnancy, nursing or interaction with prescription medications.

BOOST BENEFITS

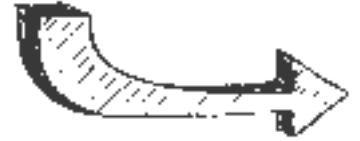
Boosts are uniquely formulated to deliver the right amount of key nutrients, vitamins, minerals and functional ingredients in order to effectively deliver on specific health supported benefits and have been tested to validate the safety of the products. Our boosts contain no artificial flavors and no artificial preservatives.

THE BOOST GUEST

Boosts are blended into smoothies and juices to help our guests support their body's daily nutritional and wellness needs with simple, sensible solutions. It's important to know what's in our boosts and their benefits so you can talk to guests about them. We include boosts as part of the recipes of our Boosted Smoothies.

BOOST CATEGORIES

Boosts are unique, high quality blends of vitamins, minerals and nutrients that you can conveniently add to your smoothie to meet your targeted health and lifestyle needs. Our Boosts fit into three main categories: Nutrition, Fitness, and Energy. Let's take a look at each one in the table on the next page.



NUTRITION BOOSTS

are ideal for guests who have specific nutritional needs they're trying to fulfill.

Antioxidant Boost™ Helps neutralize free radicals to maintain cell health Rich in antioxidants (vitamins A, C and E) Works well in all smoothies	C & Zinc Boost™ Helps support and defend a strong immune system Works well in all smoothies	Daily Vitamin Boost™ Provides 100% DV or more for 13 essential vitamins Provides a good source of nine essential minerals Equivalent to a multi-vitamin Works well in all smoothies
Quaker® Whole Grains Boost™ 1 serving of whole grains (16 grams) Works well in all smoothies, but we recommend adding it to a Strawberry Whirl, Orange Carrot Karma or Strawberries Wild Adds some oat flavor and makes a slightly thicker smoothie with minimal color impact	Balance Boost™* Excellent source of 13 essential vitamins Good source of nine essential minerals Good source of protein and fiber Excellent source of ALA omega-3s *The Balance Boost is only available in Fit 'n Fruitful smoothies; it cannot be purchased as a separate boost.	

FITNESS BOOSTS

are great for helping our guests with their specific fitness goals and/or for recovering from a workout.

Lean Advantage Boost™ Helps support long term weight management (along with a healthy balanced diet and exercise)** Helps reduce body fat** Promotes lean muscle mass** CLA (conjugated linoleic acid) is the active ingredient that helps support weight management—Check out the FAQs in this module to learn more about CLA Works well in all smoothies **When combined with a healthy diet and exercise program, CLA intake between 1.7 grams to 3.6 grams per day for 8-12 weeks can lead to improved weight management. A serving of Lean Advantage Boost supplies 2 grams of CLA. Results associated with regular consumption.	Soy Protein Boost™ 8 grams of protein per serving A vegan protein that helps build muscle tissue and supports cell growth Great for recovering from a workout Works well in all smoothies, but we recommend adding it to a Strawberry Whirl, Orange Carrot Karma or Strawberries Wild Adds a slight soy flavor and creaminess	Whey Protein Boost™ 10 grams of protein per serving The protein formulation athletes prefer Supports cell growth and building muscle tissue Great for recovering from a workout Works well in all smoothies Adds a strong creamy/milk flavor
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ENERGY BOOSTS

are great for guests looking for energy or an alternative to coffee to start their morning or get through their day.

3G Charger Boost™ Source of natural energy Guarana, ginseng and green tea invigorate the body and increase alertness 120 mg caffeine per serving 4 mg ginsenosides per serving—Check out the FAQs in this module to learn more about ginsenosides. Works well in all smoothies	Energy Boost™ Caffeine free boost of B vitamins Provides energy and stamina Helps combat fatigue Works well in all smoothies	
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Whole Food Boosts™

Whole Food Boosts offer an easy way for our guests to get some additional nutrition at Jamba.

WHOLE FOOD BOOST BENEFITS

Whole Food Boosts are nutrient dense, real whole foods for optimal nutrition. All of the Whole Food Boosts are blended into smoothies and juices to help our guests meet their nutritional needs and live a healthier active lifestyle.

THE WHOLE FOOD BOOST GUEST

Knowing the benefits of each Whole Food Boost will help you make the right recommendation to a guest.

- **Guests looking for more protein:**
Greek yogurt has twice the amount of protein as regular yogurt. One red scoop offers 5 grams of protein.
- **Guests looking for additional nutrients:** For guests wanting additional nutrients, a scoop of our Chia Seeds Boost provides omega-3s and fiber with little to no flavor impact.
- **Guests looking for more veggies:**
Kale is packed with vitamins and nutrients and our Kale Boost™ is an easy way to add more veggies to any blended Jamba product.

WHOLE FOOD BOOST OPTIONS

Greek Yogurt Boost™	Chia Seeds Boost™	Kale Boost™
Twice the amount of protein as regular yogurt Contains live active cultures to help support digestive health Good source of protein May help provide satiety (the feeling of being full after eating) Works well in all smoothies, but we recommend it in a Strawberry Whirl, Orange Carrot Karma or Strawberries Wild Adds creaminess and thickness and lightens the color of the smoothie	Excellent source of omega-3s* Good source of fiber With fiber and omega-3 fatty acid to promote cardiovascular health Nutritional powerhouse Works well in all smoothies, but we recommend adding it to a Strawberry Whirl, Tropical Harvest or Mango-A-Go-Go Minimal flavor and texture impact, but you will see the small black seeds *Contains 1200 mg of ALA per serving, which is 75% of the 1.6 gram daily value for ALA.	Nutrient dense 1 serving of veggies Excellent source of vitamins A, C and K Antioxidant rich Good source of manganese Nutritional powerhouse Works well in all smoothies, but we recommend adding it to a Strawberry Whirl, Tropical Harvest or Mango-A-Go-Go Adds some kale flavor, green color and small blended pieces of kale



FAQs

What is CLA?

- CLA (conjugated linoleic acid) is derived from safflower oil.

How does CLA work?

- CLA helps inhibit the transport of fatty acids into fat cells and helps stimulate enzymes to mobilize fat and burn more fat.

What are ginsenosides?

- This is the active component of ginseng that helps promote alertness.

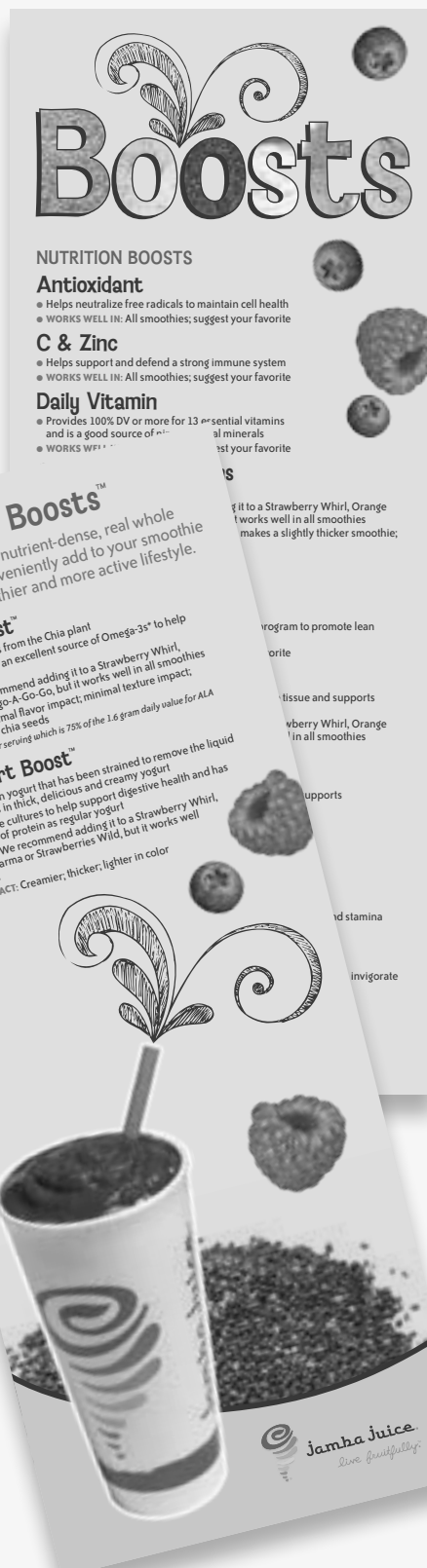
What are omega-3s?

- Omega-3 fatty acids are considered essential fatty acids that our bodies need to work normally. Omega-3s are thought to play an important role in reducing inflammation throughout the body.



**Look
It Up**

Grab the Boost Register job aid and study the benefits of each boost.



ASK AN EXPERT

Elizabeth Ward, MS, RD

What are the benefits of our soy protein vs. whey protein boost? What factors should you consider when recommending them to a guest?

- Soy and whey are both great sources of protein. Emerging research is showing that the branch chain amino acid leucine is key for stimulating muscle growth. Compared to soy, whey protein contains more leucine and it's quickly digested.
- Soy makes an excellent plant-based protein supplement for vegan athletes who may struggle to obtain enough protein in their diet. Soy contains leucine too, just a little less than whey, so when designing diets for people wanting to maximize their muscle mass, they would need to consume more soy (27g compared to 20g) to obtain enough leucine.

Give it a whirl...

Ask someone on your team to quiz you on the nutritional benefits of our boosts. They can check your ability to recommend the right boost to each guest by using the content in this workbook, the Boost Register job aid or the RRR. Have them track how well you know your boosts by using this table. Afterwards you'll know which boosts you need to study up on so you can better educate our guests and enrich their Jamba experience.

Can the MBA student speak to the boost's nutritional benefits? Y/N

Y	N	BOOSTS
<input type="checkbox"/>	<input type="checkbox"/>	Antioxidant Boost™
<input type="checkbox"/>	<input type="checkbox"/>	C & Zinc Boost™
<input type="checkbox"/>	<input type="checkbox"/>	Daily Vitamin Boost™
<input type="checkbox"/>	<input type="checkbox"/>	Quaker® Whole Grains Boost™
<input type="checkbox"/>	<input type="checkbox"/>	Balance Boost™
<input type="checkbox"/>	<input type="checkbox"/>	Lean Advantage Boost™
<input type="checkbox"/>	<input type="checkbox"/>	Soy Protein Boost™
<input type="checkbox"/>	<input type="checkbox"/>	Whey Protein Boost™
<input type="checkbox"/>	<input type="checkbox"/>	3G Charger Boost™
<input type="checkbox"/>	<input type="checkbox"/>	Energy Boost™

Y	N	WHOLE FOOD BOOSTS
<input type="checkbox"/>	<input type="checkbox"/>	Greek Yogurt Boost™
<input type="checkbox"/>	<input type="checkbox"/>	Chia Seeds Boost™
<input type="checkbox"/>	<input type="checkbox"/>	Kale Boost™

Lactobacillus acidophilus



NEWS AROUND THE WHIRL'D Probiotics

Probiotics, also called “friendly bacteria,” are living microorganisms that are similar to beneficial microorganisms found in the human gut. “The body, especially the lower gastrointestinal tract (the gut), contains a complex and diverse community of bacteria. Although we tend to think of bacteria as harmful ‘germs,’ many bacteria actually help the body function properly” (Oral Probiotics: An Introduction).

Currently none of our Jamba smoothies, bowls or juices contain probiotics.

HLC Classroom



Take a moment to read Healthy Living Council member Kathleen Zelman’s posting about protein: **Boost Me! The Power of Protein.**

You can find a link to it on the MBA page of jambanet or on the Jamba website at: <http://jamba.com/live-fruitfully/live-fruitfully/healthy-living-council/kathleen-zelman/boost-me-the-power-of-protein>



Pick a Functional, Fit 'n Fruitful and Whole Food Nutrition smoothie.
Complete the table using the products you have chosen.

	Small Functional Smoothie	Small Fit 'n Fruitful™ Smoothie	Small Whole Food Nutrition Smoothie
Product Name			
Calories			
Total Fat	g	g	g
Total Carbohydrates	g	g	g
Dietary Fiber	g	g	g
Sugar	g	g	g
Protein	g	g	g
Excellent source of (over 20%—based on 8 oz. reference amount)			
Good source of (over 10%—based on 8 oz. reference amount)			
Based on the above I would recommend this product to...			

Pick a Whole Food Nutrition smoothie to eat on your break today. Be prepared to answer the questions in the following MyTake section after you have clocked back in.

my take

Using your own experience eating a Whole Food Nutrition smoothie and the RRR, answer the following questions.

Whole Food Nutrition smoothie chosen:

1. How would you describe the taste profile to a guest?

2. What are some of the nutritional benefits of this product?

3. Was the meal satisfying to you?

4. Who would you recommend this product to?

5. How does this product help inspire and simplify healthy living?

Knowledge CHECK

Go to the MBA jambanet page and print the knowledge check for this week. After completing your knowledge check, compare your answers to the knowledge check key on the MBA jambanet page. Review any questions you may have missed.

Before starting your Knowledge Check make sure you completed all of the assigned activities



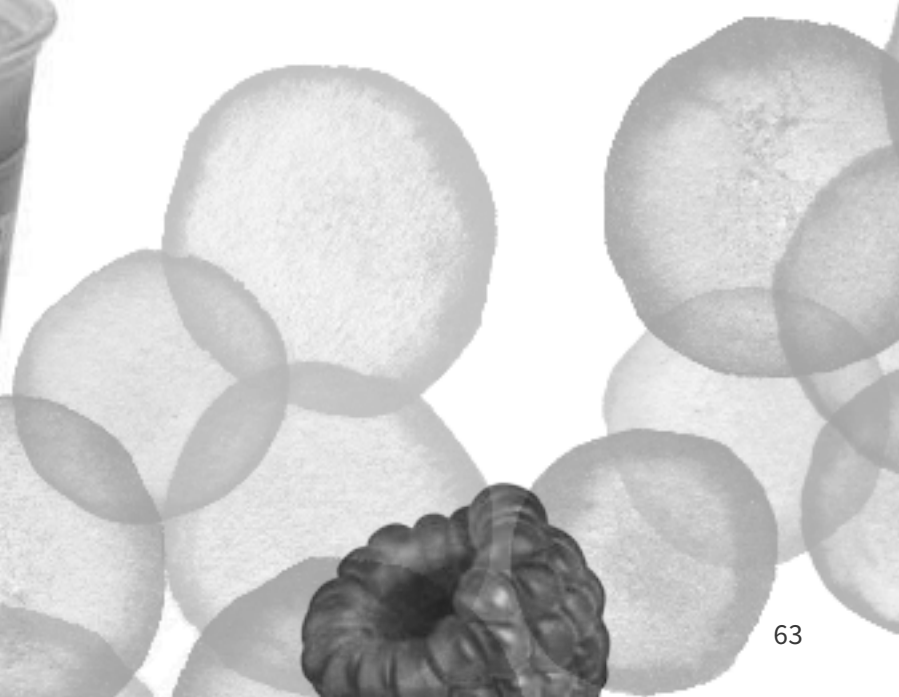
Kids nutrition

AT JAMBA



COURSE INTRO

Kids nutrition at Jamba is fun—with smoothies and food items perfectly sized for kids eight and under! In this module you will learn about the nutritional benefits of Jamba Kids™ Meals so you can suggestively sell the products to parents with kids. Now that's almost as groovy as a color changing straw and character cup!



Quick Reference Sheet

Nutrient Content Claims	Jamba Kids™ Smoothies	Kids Food
Healthy	✓	
Nutritious	✓	✓
# of fruit servings in a 9.5 oz. size	2	
# of vegetable servings in a 9.5 oz. size	.5 (Berry Beet It!™)	
(At least) # of whole grain servings		1 serving (16 grams)
Good source of	Vitamin B6	Niacin, Folate, Calcium and Iron
Excellent source of	Vitamin C	Protein
Made without sherbet or frozen yogurt	✓	✓
Easy way to get more fruit	✓	
Easy way to get more vegetables	✓ (Berry Beet It!™)	
Allergens		Milk, Soy and Wheat



MY MEALS

In Module 4: Boosted!, you learned about the added nutritional options we offer at Jamba and a little bit about which foods contain important vitamins and minerals we need in our diet. Remembering what you learned, think about what you ate yesterday. Which vitamins and minerals were in the food you consumed? Check all that apply.

FOODS I ATE YESTERDAY	Vitamin A	Vitamin C	Vitamin D	Calcium	Iron	Omega-3	Potassium
TOTAL							

Thoughts & Jots

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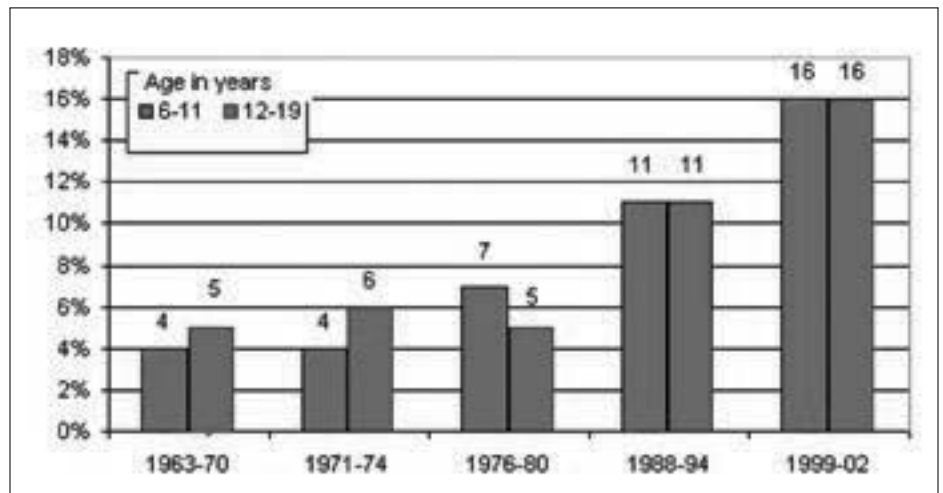
Did you Know?

Childhood obesity has grown at an alarming rate over the past 30 years. Nearly 18% of children ages 6-11 in the United States were obese in 2010, up from 7% in 1980. For adolescents aged 12-19, the obesity rate rose from 5% to over 18% in the same period. Childhood obesity now affects approximately 12.5 million children and teens in the United States (Obesity Facts).

Why should we be concerned with childhood obesity?

Obesity increases the risk of many health problems. Many of the weight-associated diseases that were once diagnosed primarily in adults, such as high blood cholesterol, hypertension and diabetes, are now affecting younger generations, especially those with excess body fat. Additionally an overweight adolescent has a 70% chance of being an overweight or obese adult, which then increases the risk of diseases such as diabetes (Childhood Obesity).

Chart 5.1



(Childhood Obesity)

Why have we had such a dramatic increase in childhood obesity?

According to the Dietary Guidelines for Americans, the overall environment in which many Americans live, work, learn and play has contributed to the obesity epidemic. Yes, we choose the foods we eat, but our choices are often limited by our environment. The foods available in our nearby stores, restaurants, schools, and offices impact our choices, and both portion sizes and the number of fast food options have increased over the

years. "Since the 1970s, the number of fast food restaurants has more than doubled" (Dietary Guidelines for Americans, Chapter 2). With the increased availability of fast food and the number of consumers making meal choices based on convenience, it is no surprise that our daily calorie intake from foods eaten away from home has increased too.

However, the food offered in our environment is not the only culprit; the change in our overall physical

Obesity is defined as having excess body fat (Obesity Facts).

NEWS AROUND THE WHIRL'D *Let's Move*

First Lady Michelle Obama is passionate about working to prevent childhood obesity. That's why she founded Let's Move!: an initiative dedicated to solving the problem of obesity within a generation. As part of this initiative, President Obama created the first-ever Task Force on Childhood Obesity. This Task Force focuses on creating a healthy start for children, empowering parents and caregivers, providing healthy food in schools, improving access to healthy, affordable foods, and increasing physical activity. Jamba supports many of these priorities, whether it's by offering Jamba Kids™ Meals or All Fruit™ smoothies, through JambaGO in schools to encouraging physical activity through Team Up for a Healthy America or fundraising for youth sports teams.

activity level contributes to the obesity epidemic. As a society, we're sitting more than ever: on a couch, in a chair, at a desk or in a car. The increase in television and computer usage throughout the day has impacted our physical activity and makes it challenging to burn off the extra calories we consume. The U.S. Department of Health & Human Services approximates "children in the United States are spending 25% of their waking hours watching television and statistically, children who watch the most hours of television have the highest incidence of obesity" (Childhood Obesity). The lack of physical activity at home is not the only issue. Schools have significantly decreased scheduled physical activity during school hours by decreasing or eliminating physical education and/or activity programs. "Only about one-third of elementary children have daily physical education, and less than one-fifth have extracurricular physical activity programs at their schools" (Childhood Obesity).

How does this environmental change affect kids?

Convenience has become a staple in the American diet, more children and adolescents are eating meals away from home, drinking more sugar-filled drinks, and snacking more frequently (Childhood Obesity). As Americans, we're leading the convenience change in our culture and feeding our youth with ready-to-eat, low cost meals on-the-go which are often high fat and high calorie, but may not fulfill their nutritional needs. Because children and adolescents depend on their parents, caregivers and schools to provide the nutrition they need, they have less control over what they consume. So if the overall environment is not promoting healthy meals and snacks, children and adolescents may consume far too many empty calories.



Check out the Team Up for a Healthy America website:
www.myhealthpledge.com
 to learn more about how you can Team Up.

**Look
It Up**

my take

Use the Team Up for a Healthy America website to help you answer the following questions.

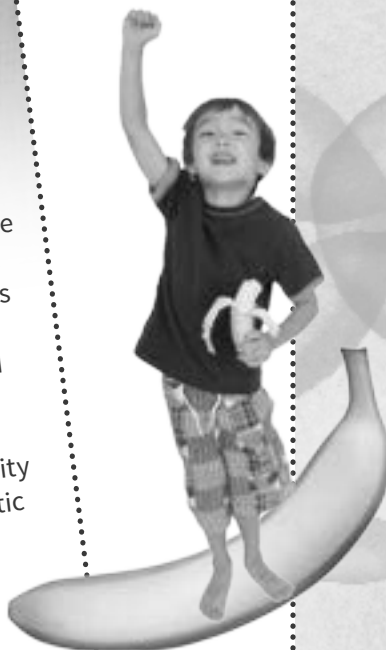
1. What is this week's pledge?

2. How many pledges do we currently have this week?

NEWS AROUND THE WHIRL'D

Team Up

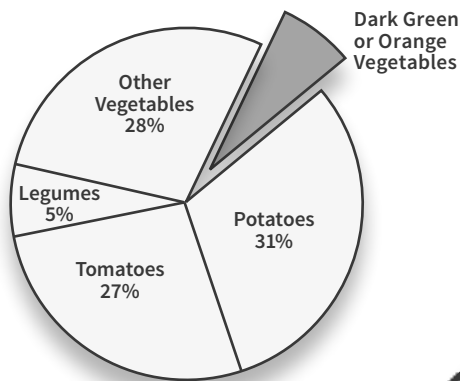
Jamba Kids™ Meals support a kid's healthy lifestyle by offering nutritious kid-sized meals. As a healthy, active lifestyle brand, Jamba also wants to encourage kids to get active, which is where Team Up for a Healthy America comes in! Team Up is a unique partnership that aims to make a difference in the health of our nation's children by encouraging everyone to make small changes in daily diet and physical activity. For every pledge received, Jamba will donate \$1 to support local schools and community groups in need of fitness and athletic equipment.



Fruits & Veggies

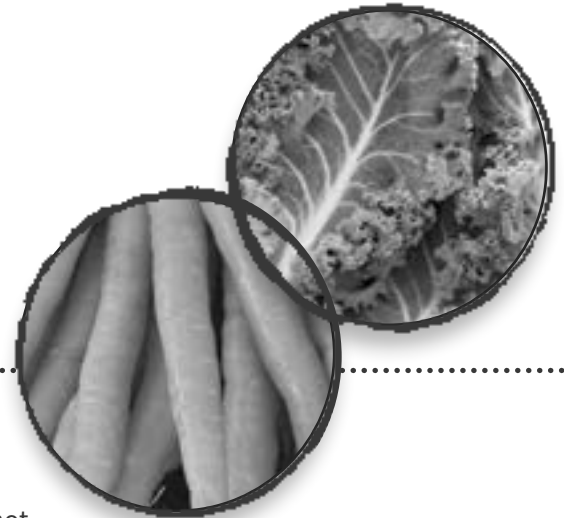
A convenient meal may not be a well-balanced meal, and it may lack the fruit and vegetable servings needed for a healthy diet. It is probably no surprise that only 21% of children and adolescents eat the recommended five or more servings of fruits and vegetables each day (Childhood Obesity). Think about when you visit a typical quick service restaurant. What do you see people eating? What do they offer on the kids menu? A traditional kids menu may consist of typical American offerings such as burgers, fries, hot dogs, chicken nuggets, quesadillas, pizzas or macaroni and cheese. Most kids' menus don't offer a balanced meal where at least half of the plate is filled with fruit and veggies. Rarely do they offer dark green or orange vegetables, even though it is recommended that at least one-third of our vegetables be dark green or orange (Nutrition and Overweight). The most commonly consumed vegetable is the potato, which offers less nutritional value than other vegetables, especially when fried. Chart 5.2 shows what types of vegetables children ages 2-19 most commonly consume.

Chart 5.2:
Vegetable Serving Proportions
CHILDREN 2-19 YEARS 2003-04



(Nutrition and Overweight)

1/3 of vegetables consumed should be dark green or orange



Whole Grains

Fruit and vegetable servings are not the only part of a typical American child's diet that is lacking. The number of whole grain servings most children and adolescents consume is not nearly enough. As you learned in Module 1, the USDA MyPlate guidelines recommend that approximately 30% of your plate be filled with grains. In general, Americans eat enough grains. However, most of the grains we consume are refined grains. It is recommended that at least half of our grains consumed should come from whole grains. Studies have shown that children 2-19 years of age are only eating a whole grain option about 7% of the time (Nutrition and Overweight). This does not even come close to the 50% whole grain target for a healthy, balanced diet.

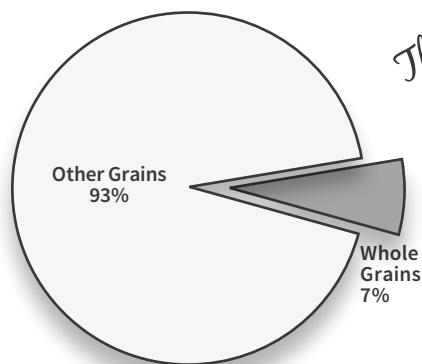
Many Americans, not just children, have trouble incorporating enough whole grains into their diet despite

the fact that whole grains have more fiber and are better for your health. Increasing our intake of whole grains can be as easy as switching to whole wheat bread or pasta. To inspire and simplify healthy living for kids, our Jamba Kids™ Meals offer one serving of whole grains.

Most of the grains we consume are refined grains. Refined grains have been milled to remove the bran and germ from the grain. This gives grains a finer texture and improves their shelf life, but it also removes dietary fiber, iron, and many B vitamins. The most common refined grain is refined wheat flour. Most refined wheat flour is enriched with B vitamins (thiamin, riboflavin, niacin, folic acid) and iron to add back some of the nutrients that are lost when the grain is milled. However, enriched flour is still missing many of the phytonutrients present in whole grains and does not have the copper, zinc, magnesium and all the fiber of whole wheat flour and other whole grains. Because most of us grew up eating refined grains, we

Multi-grain does not equal whole grain.

Chart 5.2:
Grain Serving Proportions
CHILDREN 2-19 YEARS 2003-04



(Nutrition and Overweight)

The ideal proportion should be 50%-50%!

may prefer the taste and texture to whole grains. Introducing whole grains to children helps them develop a taste for them that may contribute to healthier eating habits as adults.

You can't always tell a whole grain by its color or fiber content, although whole grains are often darker and have more fiber than refined grains. Food labeling can also be deceptive. Foods labeled "100% wheat," "multi-grain," "stone-ground" or "bran" are usually not whole grain. Whole grain foods include the entire grain seed, or kernel. The kernel has three parts: the bran, germ, and endosperm (see Chart 5.3). Whole grains can be consumed as a single food, like wild rice or popcorn, or

they can be used as an ingredient in foods, like cereals, breads or crackers. A good way to check if a packaged food is made from whole grains is to check the ingredient list. The Whole Grains Council offers this tip: "If the first ingredient listed contains the word "whole" (such as "whole wheat flour" or "whole oats"), it is likely—but not guaranteed—that the product is predominantly whole grain. If there are two grain ingredients and only the second ingredient listed is a whole grain, the product may contain as little as 1% or as much as 49% whole grain (in other words, it could contain a little bit of whole grain, or nearly half)."

my take

The foods listed below are examples of whole grains. How many of them have you tried? How many do you eat regularly? Check all that apply.

	have tried	eat regularly
Brown rice	<input type="checkbox"/>	<input type="checkbox"/>
Wild rice	<input type="checkbox"/>	<input type="checkbox"/>
Buckwheat	<input type="checkbox"/>	<input type="checkbox"/>
Popcorn	<input type="checkbox"/>	<input type="checkbox"/>
Whole wheat bread	<input type="checkbox"/>	<input type="checkbox"/>
Whole wheat pasta	<input type="checkbox"/>	<input type="checkbox"/>
Oatmeal	<input type="checkbox"/>	<input type="checkbox"/>
Quinoa	<input type="checkbox"/>	<input type="checkbox"/>
Bulger	<input type="checkbox"/>	<input type="checkbox"/>
Whole-grain barley	<input type="checkbox"/>	<input type="checkbox"/>

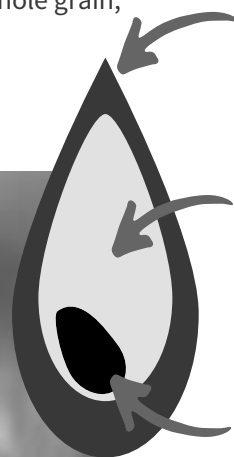


Chart 5.3

Bran: Protective outer shell, high in fiber and B vitamins

Endosperm: Contains starch, protein, and some vitamins and minerals

Germ: The seed for a new plant, contains B vitamins, some protein, minerals and healthy oils





ASK AN EXPERT

Tara Gidus
MS, RD,
CSSD, LD/N



Why is eating whole grains important? What are the health benefits to a diet rich in whole grains?

- Whole grains contain all the nutrition originally in the grain. They have more fiber, which aids in lowering cholesterol, controlling blood sugar and promoting fullness, which helps prevent weight gain.

How much whole grain should an adult/child consume?

- The dietary guidelines recommend that we make half of our grains whole grain, which means 3-6 servings for adult women. Men need a little more, 4-8 servings per day. Kids need about 2-4 servings per day.

Are all whole grains created equal? What should consumers look for when choosing whole grains?

- Not all whole grains are created equal, as some products may contain some whole grains, but they can also contain enriched grains. To ensure you are eating ONLY whole grains, the ingredient list should say 100% whole grain.

Why does the average American have trouble eating enough whole grains?

- Many Americans don't make whole grains a priority, and they become familiar with the taste of enriched grains. It's necessary to train your palate to like whole grains. Many restaurants have begun to offer whole grains, so when dining out you should ask if they offer a whole wheat bread or pasta instead of the traditional.

Whole Grain Comparison

Children need about four to five servings of grains per day, while active adults and adolescents need about seven. At least half of these servings should be whole grain. So how much is a serving of whole grains?

- Jamba Juice Cheesy Pretzel = 1 serving
- Jamba Juice Four Cheese Flatbread = 1.5 servings
- 1 slice 100% whole wheat bread = 1 serving
- 1 slice of white bread = 0 servings
- ½ cup cooked 100% whole wheat pasta = 1 serving
- ½ cup cooked brown rice = 1 serving
- ½ cup cooked oatmeal = 1 serving
- 1 cup 100% whole grain ready-to-eat cereal = 1 serving
- 3 cups popcorn = 1 serving
- 1 cup of Kraft Macaroni and Cheese = 0 servings
- McDonald's® hamburger = 0 servings
- McDonald's® Chicken McNuggets (4 piece) = 0 servings
- Subway® Fresh Fit for Kids Meal = 0 servings

Are there any concerns for someone not eating whole grains? Can someone on the paleo diet get their fiber and carbohydrates from non-starchy fruits and vegetables?

- Whole grains are a great source of B vitamins and fiber, but those nutrients can be found in other foods. Removing whole grains from the diet may cause low energy levels due to the fact that carbohydrate intake is lower.

Jamba Kids™ food products do not contain 100% whole grain. They contain a blend of whole and refined grains.



my take

Which of the following count as a whole grain? Check all that apply.

- ☐ Corn tortillas
- ☐ Instant oats
- ☐ Millet
- ☐ Muesli
- ☐ Popcorn
- ☐ Quinoa
- ☐ Rolled oats
- ☐ Shredded wheat cereal
- ☐ Steel cut oatmeal
- ☐ White flour tortillas
- ☐ White flour spaghetti
- ☐ White rice
- ☐ Whole grain barley
- ☐ Whole grain cornmeal
- ☐ Whole rye
- ☐ Whole wheat cereal
- ☐ Whole wheat crackers
- ☐ Whole wheat spaghetti
- ☐ Whole wheat tortillas
- ☐ Wild rice

Kids & Sodium

We all need some salt in our diet for our bodies to function properly (since salt maintains our fluid balance), but we need to be careful not to overdo it. Many pre-packaged foods use salt as a preservative, so it is easy to consume more salt than we need when we're eating most of our meals outside the home.

Take a look at the difference in sodium of these products:

- Jamba Kids™ Meal with Strawberries Gone Bananas™ smoothie and Cheesy Pretzel = 580 mg
- McDonald's® Happy Meal with Cheeseburger, apple slices, kids fries and 1% low fat milk jug = 880 mg
- Subway® Fresh Fit for Kids meal with 4" turkey sub, apple slices and 1% low fat milk = 620 mg
- Pizza Hut® 6" personal pan pepperoni pizza and 8 oz. Sierra Mist = 1540 mg
- Chipotle® small cheese Quesadilla Meal with white rice, pinto beans and kids chips = 830 mg

Sodium chloride is the chemical name for salt.



HLC Classroom



Video: Kids Nutrition

Go to the MBA page on jambanet to watch a video on kids nutrition.

HLC Classroom



Take a moment to read Jamba Healthy Living Council member Elizabeth Ward's

posting about kids meals: **The Better for You Choices: What to Look for in Healthier Kids Meal.**

You can find a link to it on the MBA page of jambanet. <http://jamba.com/live-fruitfully/live-fruitfully/healthy-living-council/elizabeth-ward/the-better-for-your-choices-what-to-look-for-in-healthier-kids-meals>

NEWS AROUND THE WHIRL'D *Fat-Sugar-Salt Balance*

Now that we've discussed all the nutrients that Jamba Kids™ Meals provide to support a kid's healthy lifestyle, it's important to talk a little more about what sets these meals apart. For many children in America, lunch can end up being a soda and a bag of chips or other items that are full of fat, sugar, and salt. Food scientists purposely add fat, sugar, and salt to processed foods to improve the taste profile of the food, but these foods add extra calories without any added nutritional value. Food scientists balance fat, sugar, and salt in order to maximize cravings for that food—basically, to make a food irresistible. Luckily, Jamba Kids meals are already irresistible, while still containing 2.5 servings of fruits and/or vegetables and helping children get essential vitamins and minerals.

Jamba SPOTLIGHT

Jamba Kids™ Meals

Childhood obesity is a problem in our nation. Because of environmental influences, it is not something we can conquer overnight. At Jamba we strive to contribute alternatives for on-the-go families so that they can get a tasty and convenient meal that also provides them some of the nutrition they need. Let's learn about the kid friendly options we offer at Jamba.

Previously the only way to get a kid-sized smoothie portion at Jamba was for the mom or dad to ask for some of their smoothie to be poured into a smaller cup. In January 2013 we introduced kid friendly options with all fruit and fruit and veggie smoothies sized just right for kids

eight and under, along with kid-sized food items featuring a full serving of whole grains! Our Jamba Kids products are not only portioned for kids, they're nutritionally a great fit.

We want kids and adults alike to enjoy eating delicious fruits and vegetables. Providing nutritious kids meals is one way of accomplishing that. We establish eating patterns and preferences at a young age, and those patterns often stay the same later in life. If kids learn to love fruits and vegetables early on, it's more likely that they will continue to eat fruits and vegetables as adults. Additionally, today too many children are consuming more calories than they need, exercising less than they should, and not eating food with the nutrition they need to grow into healthy adults. More and more children are displaying risk factors for adult chronic diseases (Dietary Guidelines for Americans, Chapter 1). Jamba Kids Meals offer a variety of nutritional benefits to children

and support our guests in leading a healthy, active lifestyle.

We call our Jamba Kids Meals, meals because they meet the FDA's definition of a meal. A meal, as defined by the Food and Drug Administration (FDA), is a food or combination of foods that meet the following requirements:

- The total weight is more than 10 ounces
- Contains no less than three 40 gram portions of food ingredients from two or more food categories. These food categories include:
 - Bread, cereal, rice, and pasta
 - Fruits and vegetables
 - Milk, yogurt, and cheese
 - Meat, poultry, fish, dry beans, eggs, and nuts

Our Jamba Kids Meals fit the bill because they weigh more than 10 oz. and offer over two 40g portions of fruits and/or veggies and one 40g portion of bread.

my take

Our Jamba Kids Meals aren't just about fruit and whole grains, they are full of vitamins and minerals too! Some of the micronutrients you can find in our Jamba Kids Meals are listed below. Do you remember what you learned about micronutrients in Module 1: Nutrition in Our Whirl'd? Test your knowledge by matching the health benefit to the corresponding micronutrient.

CALCIUM

Also known as vitamin B3, this vitamin helps regulate metabolism.

FOLATE

A mineral needed for transporting oxygen and carbon dioxide.

IRON

Also known as vitamin B1, this vitamin helps the body's cells convert carbohydrates into energy.

MANGANESE

Is an electrolyte that is critical to the function of nerve and muscle cells.

NIACIN

An essential mineral that supports normal brain function.

POTASSIUM

A fat-soluble vitamin that helps form and maintain healthy skin, teeth, mucus membranes and skeletal and soft tissue.

THIAMIN

A water-soluble vitamin that supports healthy immune function and helps regulate metabolism.

VITAMIN A

Works with vitamin B12 and C to help the body break down, use and make new proteins.

VITAMIN B6

A mineral that is an essential part of bones and teeth.



Video: Providing Kids the Nutrition They Need

Go to the MBA page on jambanet to watch a video on how to provide kids the nutrition they need.

<http://jamba.com/live-fruitfully/live-fruitfully/healthy-living-council/elizabeth-ward/providing-kids-nutrition>

Understanding Kids Nutrition at Jamba

The Jamba Kids™ Meal Guest

Knowing the nutritional benefits of a Jamba Kids Meal will help you suggest a sell to the following guests:

Parent sharing their smoothie with their child or asking for some of their smoothie to be poured into a small cup to share: Each of our Jamba Kids Smoothies are a fun and delicious way for kids eight and under to enjoy the health benefits of fruit and/or vegetables at Jamba. Don't forget to mention that each smoothie comes with a color changing straw and character cup for instant kid friendly entertainment!

Parent with child eating a competitor's kids offering: Our Jamba Kids Meals combine a kid-sized delicious fruit smoothie and food item for a wholesome meal. Each Jamba Kids Meal offers at least 2.5 servings of fruit or fruit and vegetables, one serving of whole grains (16 grams), and an excellent source of vitamins C and B6 and a good source of protein.

Jamba Kids Smoothie Benefits

Our Jamba Kids Smoothies are delicious made-to-order smoothies in fun flavors that kids will enjoy, with the health benefits and a portion size that moms will approve. All of our Jamba Kids Smoothies are:

- Healthy
- Nutritious
- Made with real whole fruit and no added sugar
- Excellent source of vitamin C
- Good source of vitamin B6
- Perfectly sized for kids eight and under
- Vegetarian
- Non-gluten
- Non-dairy

Jamba Kids Food Item Benefits

Our Jamba Kids food items are delicious and nutritious options specially designed to support a kid's healthy lifestyle. These wholesome food items pair perfectly with a Jamba Kids Smoothie and offer at least one full serving of whole grains (16 grams) and 13 grams of protein.





Pick a Jamba Kids smoothie and food item. Complete the table using the products you have chosen.

	Small Jamba Kids™ Smoothie	Jamba Kids Food Item
Product Name		
Calories		
Total Fat	g	g
Total Carbohydrates	g	g
Dietary Fiber	g	g
Sugar	g	g
Protein	g	g
Excellent source of (over 20%—based on 8 oz. reference amount)		
Good source of (over 10%—based on 8 oz. reference amount)		
Based on the above I would recommend this product to...		



Eating
LAB

Pick a Jamba Kids Meal (smoothie and food item). On your break today, eat the Jamba Kids Meal. Be prepared to answer the questions in the following MyTake section after you have clocked back in.

my take

Using your own experience eating a Jamba Kids™ Meal and the RRR, answer the following questions.

1. How would you describe the taste profile to a parent? To a kid?

2. What are some of the nutritional benefits of this product?

3. Was the meal satisfying to you?

4. Who would you recommend this product to?

5. How would you suggest to sell a Jamba Kids Meal or product to an adult guest looking for a snack?

Before starting your Knowledge Check make sure you completed all of the assigned activities



Knowledge CHECK

Go to the MBA jambanet page and print the knowledge check for this week. After completing your knowledge check, compare your answers to the knowledge check key on the MBA jambanet page. Review any questions you may have missed.

breakfast

AT JAMBA



COURSE INTRO

Wake up! It's time for breakfast! Even though breakfast is recognized as the most important meal of the day, it is the meal skipped most often by adults and children. People skip breakfast for different reasons, but there are few good reasons when you consider the numerous benefits this important meal has to offer. To top it off, breakfast can take as little as five minutes to eat! Jamba has several good-for-you breakfast options with balanced nutrition to help you make it through your busiest days.

In this module we'll take a closer look at why breakfast is important and the Jamba products that are a good fit for breakfast, including Wellness Bowls™, Steel Cut Oatmeal, Breakfast Wraps and Baked Goods.



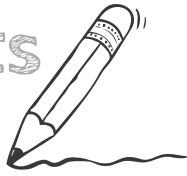
Quick Reference Sheet

Nutrient Content Claims	Wellness Bowls™	Steel Cut Oatmeal	Breakfast Wraps	Baked Goods
Healthy		✓		
Nutritious	✓	✓	✓	✓
(At Least) # of fruit servings in a 12 oz.	2			
(At Least) # of vegetable servings in a 12 oz.				
(At Least) # of fruit servings in a 16 oz.	2.5			
(At Least) # of vegetable servings in a 16 oz.				
Good source of	Fiber, Vitamin B6, Protein and Phosphorous	Iron, Fiber, and Protein	Calcium	
Excellent source of	Vitamin C		Protein	
Vegan		Fresh Banana* Oatmeal or Blueberry Blackberry* Oatmeal *Must be ordered without brown sugar crumble to be vegan		
Made with whole grains		✓		
Easy way to get more fruit	✓ (2 or more servings of fruit in each bowl!)			
Easy way to get more vegetables				
Allergens	Peanuts, Tree Nuts, Milk, Soy and Wheat	Milk, Soy, and Wheat	Milk, Wheat and Eggs	Tree Nuts, Milk, Soy, Wheat and Eggs



FOODS I ATE YESTERDAY	# of grain servings	# of whole grain servings	# of refined grain servings
TOTAL			

Thoughts & Jots



Did you know?

Why is it important to refuel your body in the morning?

If you look up “breakfast” in the dictionary, it is defined as the first meal of the day, typically eaten in the morning. However, another way to understand the word breakfast is by thinking of it as an action. When we sleep at night we do not consume any food or water; we fast. Breakfast literally is breaking the overnight fast: break-fast.

How does eating breakfast boost metabolism?

Metabolism is the process by which the body converts the fuel in food into energy. Just like a gasoline powered car can't run without gas in the fuel tank, we cannot function properly without food. When you consider the number of hours between a person's last meal and waking, metabolism needs a jump start to provide the body with enough energy to begin the day. In fact, studies have shown that “eating within one hour of waking

up can boost your metabolism up to 20% for the rest of the day” (Losing it in 2013). So while some people skip breakfast thinking it will help them lose weight, eating a nutritious breakfast within one hour of waking can actually help you control your weight. Establishing a regular eating pattern, which typically means eating every three or four hours throughout the day, is another key to effective weight control. Starting your day with a nutritious breakfast and sticking with set meal times helps decrease snacking and overeating. Studies have shown that breakfast eaters seem to need fewer snacks and consume less fat throughout the day (Brighten Up With Breakfast).

Is there a link between breakfast and productivity?

Having trouble concentrating at the start of your day without breakfast? That empty fuel tank also means a strain on the brain. We see the effects of this in adults at the workplace making careless mistakes and children at school being more irritable than their classmates who have eaten

breakfast. “Studies have shown that when children have breakfast, they are more alert..., have longer attention spans, score better on tests and improve their grades, are tardy or absent less often, and make fewer visits to the school nurse” (Brighten Up With Breakfast).

This rings true for adults too. Improved attention span, concentration and memory are benefits to eating breakfast for young and old minds alike.

Why are people who eat breakfast generally more physically active than those who don't?

Do you remember what glucose is (from Module 3)? Glucose is the body's main energy source. “After you have gone without food for as long as 12 hours, your glycogen stores are low. Glycogen is the glucose that has been stored in your muscle tissue and liver where it is released slowly overnight to keep your blood sugar levels stable. Once all of the energy from the glycogen stored is used up,

benefits

OF EATING BREAKFAST

- Refuels body
- Boosts metabolism
- Improves productivity
- Increases energy
- Improves your chances of meeting daily nutritional needs



your body starts to break down fatty acids to produce the energy it needs. Without carbohydrates, fatty acids are only partially oxidized, which can cause reduced energy levels. Eating breakfast replenishes your glycogen stores and boosts your energy levels” (Breakfast). A marathon runner wouldn’t even think of skipping breakfast on race day. Imagine the boost breakfast can provide to the average person on an ordinary day.

What are the long-term benefits to eating breakfast on a daily basis?

People who don’t eat breakfast tend to get hungry long before it’s time for lunch. Temptation sets in, and they snack on foods that are convenient, but often high in fat and sugar and low on nutritional content. Making time for breakfast every morning may not seem convenient to non-breakfast eaters, but it is a healthy way to start the day (Why You Should Eat a Healthy Breakfast).

Remember, breakfast can take less time to eat than it takes to shower. Jamba Juice offers an array of quick, delicious and nutritious options to help our guests fuel their day. It’s also important to note that breakfast eaters are more likely to meet their nutritional needs throughout the day. “Some evidence supports a positive relationship between the behavior of breakfast eating and higher intakes of certain nutrients across different stages of the lifespan...Individuals who consumed breakfast on a daily basis consistently reported higher intakes of thiamin, niacin, riboflavin, vitamins B6 and B12, dietary folate, vitamins A and C, calcium, iron, magnesium, phosphorus, potassium, and zinc” (Dietary Guidelines for Americans).

OK, so now that we know how eating breakfast fuels your body with energy and can help you have a more balanced overall diet, let’s take a look at the products at Jamba that are a great fit for breakfast.

HLC Classroom



Take a moment to read Healthy Living Council member Elizabeth Ward’s

posting about breakfast: Don’t skip breakfast! The morning meal means a better day.

You can find a link to it on the MBA page of jambanet or on the Jamba website at <http://jamba.com/live-fruitfully/live-fruitfully/healthy-living-council/elizabeth-ward/dont-skip-breakfast-the-morning-meal-means-a-better-day>

Chart 6.1



5 Minutes
to eat breakfast

1,435 Minutes
in the rest of your day

Jamba SPOTLIGHT

Wellness Bowls™, Steel Cut Oatmeal, Breakfast Wraps and Baked Goods

Jamba offers several options for a quick, delicious, and nutritious breakfast.

Wellness Bowls™

Our Wellness Bowls don't sit in a cold case—they're made fresh to order so the granola is always crunchy and the fruit is as delicious as it is good for you.

WELLNESS BOWL BENEFITS

Wellness Bowls are nutritious meals that provide your body with a good source of fiber and protein. Our Wellness Bowls can be eaten for breakfast, lunch or dinner.

Among the benefits of a Wellness Bowl are:

- 2 or more servings of fruit in each bowl
- Excellent source of vitamin C
- Good source of fiber, protein, phosphorous and vitamin B6

THE WELLNESS BOWL GUEST

Knowing the benefits of a Wellness Bowl will help you identify guests for whom a Wellness Bowl is a good fit. Here are a couple situations where a Wellness Bowl might be the right recommendation:

- **Guests looking for a fresh breakfast or snack:** All of our Wellness Bowls are made-to-order so they're always freshly blended with fruit, yogurt and granola.

- **Guests looking for a breakfast that's easy to eat on the go:** Wellness Bowls are designed for easy portability for guests on the go. (Don't forget you can always serve a Wellness Bowl in a cup for guests who prefer something that fits in their car's cup holder.)

Steel Cut Oatmeal

Thank goodness for steel cut oatmeal! No mushy instant oats here. At Jamba we cook our oats from scratch because sometimes faster isn't better. We take the time early in the morning to cook our steel cut oats so our guests get slow cooked oats served fast.

STEEL CUT OATMEAL BENEFITS

We offer an array of toppings for our Steel Cut Oatmeal, all of which are great-tasting and satisfying. Here are some nutritional benefits of our made from scratch oatmeal:

- A nutritious and wholesome way to start your day
- A healthy breakfast
- Supports heart health
- Slow cooked 100% organic steel cut oats

- Contains a whole day's serving of whole grain* (*48g whole grain)
- Good source of fiber, protein and iron

THE STEEL CUT OATMEAL GUEST

- **Guests looking for a healthy breakfast:** Hearty steel cut oats support heart health. Jamba oatmeal is a healthy breakfast and a good source of protein and fiber; served with fruit toppings, they are a delicious and low fat way to start the day.
- **Guests looking for something to really fill them up:** Jamba Steel Cut Oatmeal has fiber, which helps satisfy hunger. All of our Steel Cut Oatmeal flavors are a good source of fiber, but if a guest is looking for extra fiber, suggest an oatmeal with fresh banana or blueberry blackberry topping, both of which are excellent sources of fiber.
- **Guests looking for a hot breakfast:** We slow cook our oats in small batches throughout the day so we can offer a fresh, hot breakfast to our guests all morning.



Breakfast Wraps

Our Breakfast Wraps are great tasting, warm and filling. Don't get these confused with other egg breakfast options you may have eaten. We offer delicious wraps that don't fall short on taste.

BREAKFAST WRAPS BENEFITS

- Excellent source of protein
- Good source of calcium
- Filling
- Made with egg whites

THE BREAKFAST WRAPS GUEST

- **Guests looking for something hot, delicious and/or filling for breakfast:** Our Breakfast Wraps are packed full of protein with egg whites and cheese for a hot filling breakfast.
- **Guests looking for something that pairs well with a smoothie:** Not only are our Breakfast Wraps scrumptious, they pair well with our smoothies and juices.

Baked Goods

Pair one of our delicious baked goods with a smoothie or juice.

BAKED GOOD BENEFITS

- Heated to order
- Sourdough Parmesan Pretzel is a good source of protein and folate
- Apple Cinnamon Pretzel is a good source of folate

THE BAKED GOODS GUEST

- **Guests looking for a tasty, convenient breakfast or snack:** Jamba evaluates the nutritional and taste profile of all of our Baked Goods to ensure we're providing great options for our guests. All of our Baked Goods are a convenient option for a guest on the go.
- **Guests looking for something indulgent:** Our Belgium Waffle is a perfect indulgence to pair with a smoothie or juice, and it is heated to order for a hot tasty treat.





Pick a Wellness Bowl, Steel Cut Oatmeal, Breakfast Wrap, and Baked Good item. Complete the table using the products you have chosen.

	Wellness Bowl™	Steel Cut Oatmeal	Breakfast Wrap	Baked Good
Product Name				
Calories				
Total Fat	g	g	g	g
Total Carbohydrates	g	g	g	g
Dietary Fiber	g	g	g	g
Sugar	g	g	g	g
Protein	g	g	g	g
Excellent source of (over 20%—based on 8 oz. reference amount)				
Good source of (over 10%—based on 8 oz. reference amount)				
Based on the above I would recommend this product to...				



Tomorrow morning, eat breakfast within the hour that you rise and shine. Try a Jamba breakfast item, or eat a nutritious breakfast at home. The important thing is that you start your day off right with a nutritious breakfast. Be prepared to answer the questions in the following MyTake section.

my take

Using your own experience starting your day by eating a nutritious breakfast and the RRR, answer the following questions.

1. What did you eat for your nutritious breakfast?

2. What will you tell a guest to convince them that eating breakfast is important?

3. What are some nutritional benefits you will use to suggestive sell a Wellness Bowl™?

4. What will you say to suggestive sell Steel Cut Oatmeal to a guest?

5. What is your favorite breakfast wrap and/or baked good? Why?

Before starting your Knowledge Check make sure you completed all of the assigned activities



Knowledge CHECK

Go to the MBA jambanet page and print the knowledge check for this week. After completing your knowledge check, compare your answers to the knowledge check key on the MBA jambanet page. Review any questions you may have missed.

food & snacks

AT JAMBA



it's GOOD to be GOOD to you.

COURSE INTRO

When people think about Jamba Juice, they usually think about their favorite smoothie or juice.

At Jamba Juice, we know we have so much more to offer!

In this module we'll take a closer look at the food and snack options at Jamba, including Toasted Bistro Sandwiches, Artisan Flatbreads and Jamba branded snacks. We're going to get to the heart of meal eating habits and take a microscope to what some of our food is made of.



Quick Reference Sheet

Nutrient Content Claims	Toasted Bistro Sandwiches	Artisan Flatbreads	Jamba Branded Snacks
Healthy			
Nutritious	✓	✓	✓
(At Least) # of fruit servings			
(At Least) # of vegetable servings			
Good source of	Iron	Calcium, Fiber and Iron	
Excellent source of	Protein	Protein	
Vegan			
Made with whole grains		✓	
Easy way to get more fruit			
Easy way to get more vegetables			
Allergens	Milk and Wheat	Milk, Soy and Wheat	



MY MEALS

In Module 6: Breakfast, you learned that you should eat breakfast within one hour of waking. Remembering what you learned, think about when and what you've eaten for breakfast this past week. Record what you've eaten, when you ate it, and how you recall feeling afterward. Remember, the goal is to break the fast after a long night's rest, replenishing and boosting energy. Complete and check all that apply.

	What You Ate for Breakfast	What Time You Ate Breakfast	How Did You Feel?
Today			
One Day Ago			
Two Days Ago			
Three Days Ago			
Four Days Ago			
Five Days Ago			
Six Days Ago			
Seven Days Ago			

Thoughts & Jots



Did you know?

How many times should you eat throughout the day?

If you were to ask 10 different people how many meals or times a day a person should eat, you would probably get 10 different answers: eat three “square” meals a day, eat one small meal every three hours, eat two big meals plus snacks throughout the day. The truth is, the correct answer varies from person to person.

“The bottom line is: eat when you’re hungry and avoid overeating” (Five or Six Meals a Day vs. Three?). This may sound like a simple concept, but it takes some evaluation, planning, and listening to your body. Start by considering your daily schedule. Are you a student that doesn’t have a lot of time between classes and only gets to the cafeteria for dinner? Small, portable meals and snacks may be the best option to feed your hunger throughout the day. Plan on packing some nutritious options in your backpack, or plan your route so you can stop by Jamba Juice for a Wellness Bowl™ or other snack! Then, when you get a craving in the middle of class, re-energize with that trail mix you saved for later. Are you someone in the work force that finds time to sit down for breakfast, lunch, and dinner, but rarely snacks during the day? Pay close attention at your next meal. Do you tend to eat past the point of feeling full? You may be overeating out of intense hunger. If so, plan on packing a couple of nutritious snacks to eat throughout the day.

To upgrade your snacking habits and make sure you’re evenly distributing your protein intake (which helps prevent how quickly your blood sugar goes up) throughout the day, incorporate protein into your snacks. Some good examples of protein-rich snacks are: cottage cheese, string cheese, yogurt, Greek yogurt, a handful of nuts, beef jerky, and protein bars.

Are potato chips from the vending machine a good snack option?

You can certainly allow yourself foods that make you happy every now and then. However there’s a difference between treats and snacks.

What makes a good snack option?

When contemplating which snack to eat, first read and review the Nutrition Facts label for all of the details, paying close attention to the serving size. Many food items can be misleading and contain more than one serving of what may look like a pre-portioned package. If the snack has more than half of the total calories coming from the fat, it is not a healthy choice. Also, be cautious of any snack that contains added sugars as some of the first ingredients since this may mean it is not a nutritious option. Look for snacks that are high in fiber and water like fruits, vegetables and whole-grain snacks (Snacks for Adults).

How many calories should a snack be?

Remembering what you learned in Module 1: Nutrition in Our Whirl’d, you know that the number of calories each person needs depends on many factors such as gender, age, and level of activity. “Typically men need to take in more calories than women, younger adults need more calories than adults in mid-life and, at all ages, adults who are more active need more calories than adults who are less active” (Better Health and You).

Now that we’ve taken a big picture look at meal structure, let’s pull out the microscope to take an even closer look at the food we’re eating.

Pay attention to your body while eating.

Your body knows when it’s satisfied. When you start to feel full, your body is telling you it’s had enough and it’s time to stop. Another less known sign of fullness is when your body takes its first deep inhale during the meal. Listen to your body to avoid overeating!

“The purpose of hunger is to let you know when it is wise to eat. Most people experience hunger when their stomach is empty for a period of time and when, consequently, their blood sugar level drops below a certain point. Hunger starts out gently, but if the stomach stays

empty of food and the blood sugar level drops even lower, hunger can become more uncomfortable. Some people experience contractions of the stomach during hunger, which sometimes causes audible noises, called ‘growling.’ Hunger

had, and continues to have, a very important role in survival. Hunger is mother nature’s way of saying to her children, ‘You need to eat something’” (On Hunger and Satiation).

Eating when you are hungry helps you be in control of eating the right amount for you. When you deny yourself food, you can get in a cycle of hunger followed by overeating. Just make sure when you eat that you pay attention to signs that you are full and that you make a habit of choosing nutrient dense foods. “Remember, a healthy diet includes moderation, variety, and some tasty foods, too” (Five or Six Meals a Day vs. Three?).



HLC Classroom



Take a moment to read Healthy Living Council member Elizabeth Ward's posting about snacking: **Snacking your way to healthier choices.**

You can find a link to it on the MBA page of jambanet or on the Jamba website at <http://jamba.com/live-fruitfully/live-fruitfully/healthy-living-council/elizabeth-ward/snacking-your-way-to-healthier-choices>

Protein Tip!

A great way to incorporate protein into your snack is to add a protein boost or Greek yogurt to your Jamba smoothie!

Our guests aren't always thinking about nutritious snacks for later in the day, but many of them are the type of people who are looking for a healthier alternative to potato chips and other common snack foods. Make sure to offer Jamba branded snacks to your guests for later, so they are ready when hunger strikes!

"Would you like a portable snack to take with you for later?"



What is protein and why does your body need it?

We learned a bit about protein in Module 1. Now let's zoom in to better understand its benefits.

"Proteins function as building blocks for bones, muscles, cartilage, skin, and blood. They are also building blocks for enzymes, hormones, and vitamins" (Protein Foods). Some of the nutrients found in protein sources are B vitamins, iron, magnesium, zinc and omega-3 fatty acids.

- B vitamins found in protein food groups help the body in a variety of functions including releasing energy, aiding in the formation of red blood cells and helping build tissues.
- Iron carries oxygen in the blood.
- Zinc helps the immune system function properly.
- Omega-3 fatty acids are beneficial fatty acids.

"Proteins are part of every cell, tissue, and organ in our bodies. These body proteins are constantly being broken down and replaced. The protein in the foods we eat is digested into amino acids that are later used to replace these proteins in our bodies" (Protein, Nutrition Basics). In other words, giant protein molecules found in food must be broken down into smaller amino acid molecules in order to be absorbed and carried to all parts of the body. These amino acids help to build cell walls and other cell parts, repair body tissue, break down food and perform other body functions.

Protein sources can be either a complete protein or an incomplete protein based on the amount of essential amino acids they provide. Complete protein sources provide all of the essential amino acids our bodies need. Meat, poultry, fish, milk, eggs and cheese are all sources of complete protein.

Incomplete protein sources are those that are low in one or more of the essential amino acids. Two or more



incomplete protein sources that together provide adequate amounts of all the essential amino acids are called complementary proteins. For example, rice contains low amounts of certain essential amino acids; however, these same essential amino acids are found in greater amounts in dry beans. Similarly, dry beans contain lower amounts of other essential amino acids that can be found in larger amounts in rice. Together, these two foods can provide adequate amounts of all the essential amino acids the body needs. Contrary to what was previously thought, you don't need to eat the two incomplete proteins during the same meal, but they should be eaten during the same day.

About 10-35% of your daily calories should come from protein, but factors such as age and activity level can impact your dietary needs. Check out the Recommended Dietary Allowance for protein in Chart 7.1.

Chart 7.1

RECOMMENDED DIETARY ALLOWANCE FOR PROTEIN	Grams of protein needed each day
Children ages 1 – 3	13
Children ages 4 – 8	19
Children ages 9 – 13	34
Girls ages 14 – 18	46
Boys ages 14 – 18	52
Women ages 19 – 70+	46
Men ages 19 – 70+	56

(Protein)

While many people get their protein from meat, vegetarians are able to get an adequate supply of protein if they focus on eating a variety of plant foods including grains, legumes, nuts, seeds, vegetables, and fruits and eat a sufficient number of calories throughout the course of the day (Protein, Protein).

What is iron and how much of it should you consume daily?

“Iron is a mineral that our body needs for many functions. Iron is responsible for making the proteins hemoglobin and myoglobin. Red blood cells contain hemoglobin and our muscles contain myoglobin. Hemoglobin and myoglobin help carry and store oxygen in our body. Your body needs to have the appropriate amount of iron. If your body is too low on iron, you can develop iron deficiency anemia which could cause blood loss, poor diet, or an inability to absorb enough iron from the foods you are eating. However, consuming too much iron can also have a negative effect. You can get iron poisoning from taking too many iron supplements” (Iron).

Chart 7.2 shows the iron recommendations for an average daily intake that is sufficient to meet the nutrient requirements of nearly all (97-98%) healthy individuals in each age and gender group.

Chart 7.2

RECOMMENDED DIETARY ALLOWANCES FOR IRON FOR INFANTS (7 TO 12 MONTHS), CHILDREN, AND ADULTS

Age	Males (mg/day)	Females (mg/day)	Pregnancy (mg/day)	Lactation (mg/day)
7 to 12 months	11	11	N/A	N/A
1 to 3 years	7	7	N/A	N/A
4 to 8 years	10	10	N/A	N/A
9 to 13 years	8	8	N/A	N/A
14 to 18 years	11	15	27	10
19 to 50 years	8	18	27	9
51+ years	8	8	N/A	N/A

(Fact Sheet: Iron)



ASK AN EXPERT

Elizabeth Ward, MS, RD

What purpose does snacking serve?

- Spacing out meals and snacks helps provide your body with what it needs on a regular basis. Between meals, your body is constantly borrowing from its stores of energy and amino acids to keep running. For example, skeletal muscle is the body's largest store of amino acids. Your body constantly needs amino acids to make cells. Eating 20-30 grams of protein at a meal can reduce the borrowing effect and help preserve muscle, especially as you get older and the borrowing/repayment mechanism becomes more sluggish.

Does it matter what I snack on as long as it provides my body with energy?

- No matter what your eating pattern, which I think should be at least three meals and two snacks per day, you must account for snack calories. Most people think they are "free" and do not count them in their daily calorie budget. Then they blame the snacks on their weight gain or inability to lose weight. Also, snacks should be mini-meals, not meal wreckers. They should be foods that you would ordinarily eat at a meal only in smaller amounts. For example, I wouldn't have Goldfish and a Coke for breakfast, so why is it OK for a snack? It's not. Low-nutrient high calorie foods are treats, not snacks. We snack so much now that snacks need to count toward good nutrition. This is especially important for kids who take in hundreds of calories daily from snacks. Adults range from 500 to nearly 900 calories a day in snack foods.

Why is including protein in your meals and snacks important?

- Protein is the building block of every cell in the body. Protein is very satiating, it takes longer to digest and can be low in calories if lean, helping to build lean body mass and keep a healthy weight. More and more research is emerging about the importance of timing protein intake. According to Donald Layman, PhD, a protein researcher, most Americans eat 65% of their total daily protein intake at dinner, which is not optimal. Protein should be evenly divided throughout the day, with 20-30 grams of high quality protein at each meal.



Many of Jamba's food options can help guests meet their protein and iron needs. Let's take a look at our food and snack options to see what benefits they offer.

HLC Classroom



Video: Healthy Living Council Talks Meeting Your Nutrition & Dietary Goals

Go to the MBA page on jambanet to watch a video on how to make better food and snack choices.

http://jambanet/JambaMedia/Company/MBA_Media/MBA_Player_MeetingGoals.html

Jamba SPOTLIGHT

Toasted Bistro Sandwiches, Artisan Flatbreads, and Jamba Branded Snacks

Jamba helps make it easy to satiate your hunger throughout the day. Toasted Bistro Sandwiches and Artisan Flatbreads are an excellent source of protein. In addition, these items have at least 15% or more of the Daily Recommended Value for Iron. (So does our oatmeal!)

Toasted Bistro Sandwiches

Our Toasted Bistro Sandwiches bring warmth and flavor in a convenient way.

TOASTED BISTRO SANDWICH BENEFITS

Toasted Bistro Sandwiches are more than melted goodness. Among the benefits of a Toasted Bistro Sandwich are:

- Excellent source of protein
- Good source of iron
- Under 350 calories per sandwich

THE TOASTED BISTRO SANDWICH GUEST

Knowing the benefits of a Toasted Bistro Sandwich will help you identify guests for whom a Toasted Bistro Sandwich is a good fit. Here are a couple situations where a Toasted Bistro Sandwich might be the right recommendation:

- **Guests looking for something hot and delicious for lunch:** All of our Toasted Bistro Sandwiches are heated to order so they're always hot and — with tasty ingredients like cheddar cheese, smoked chicken, provolone and black forest ham — they're delicious too.
- **Guests looking for something really tasty but also trying to count calories:** Each Toasted Bistro Sandwich is less than 350 calories but without sacrificing great taste. This makes it easy and delicious to eat within daily caloric limits.

Artisan Flatbreads

Our Artisan Flatbreads are made with a light, crispy crust made with whole grain and yummy ingredients.

ARTISAN FLATBREAD BENEFITS

Among the benefits of Artisan Flatbreads are:

- Excellent source of protein
- Good source of iron
- Good source of calcium
- Good source of fiber
- 1 ½ servings of whole grain



THE ARTISAN FLATBREAD GUEST

- **Guests looking for a better-for-you, indulgent lunch or snack:** Our Artisan Flatbreads pair well with a smoothie for a yummy meal or can be enjoyed as a warm cheesy snack that is sure to please the taste buds. Each Artisan Flatbread is made with whole grains, contains 280-310 calories and is under 5g of saturated fat.
- **Guests having a craving:** An Artisan Flatbread can help satisfy a craving and offer some good nutrition at the same time. Each Artisan Flatbread contains 1 ½ servings of whole grains.





Jamba Branded Snacks

Pair one of our Jamba branded snacks with a smoothie or juice. Our marketing team selects snacks that pair well with our smoothies to help drive attachment. Savory snacks and snacks with protein are our favorites.

JAMBA BRANDED SNACKS BENEFITS

- Tasty and convenient
- Trail Mixes are boosted to have antioxidant, probiotic and energizing benefits
- Apple Chips are made from real fruit and have two apples in each bag
- Multigrain Crisps are made with real fruit and five non-gluten whole grains

THE JAMBA BRANDED SNACK GUEST

- Guests looking for a better-for-you, on-the-go snack: Jamba takes the time to source great snacks that are better for you.
- Guests looking for a small snack to go with their smoothie: Our snacks are the perfect size to complement a smoothie.

Jamba Energy Drinks

Another great addition to any smoothie purchase is one of our Jamba Energy drinks. Our energy drinks have only 90 calories in each can. They come with no trans fats, no saturated fats and no cholesterol. Each can has only 20g of sugar and contains 80mg of natural caffeine. This is a great product to help our guests feel more energized and ready to tackle their day.





Pick a Toasted Bistro Sandwich, Artisan Flatbread, and Jamba Branded Snack item. Complete the table using the products you have chosen.

	Toasted Bistro Sandwich	Artisan Flatbread	Jamba Branded Snack
Product Name			
Calories			
Total Fat	g	g	g
Total Carbohydrates	g	g	g
Dietary Fiber	g	g	g
Sugar	g	g	g
Protein	g	g	g
Excellent source of (over 20%—based on 8 oz. reference amount)			
Good source of (over 10%—based on 8 oz. reference amount)			
Based on the above I would recommend this product to...			



Pick a Jamba branded snack to sample. Try one of the samples before serving them, so you can describe the snack to guests. As you're sampling the snack, share the importance of listening to your body when it's hungry. Be prepared to answer the questions in the following MyTake section.

my take

Using your own experience eating a Jamba branded snack, answer the following questions.

1. How would you describe the taste profile to a guest?

2. What are some of the nutritional benefits of this product?

3. Did you eat less at your next meal?

4. How would you suggestively sell this product to a student? How would suggestively sell this to a parent?

5. What drink would you pair with this snack?

Before starting your Knowledge Check make sure you completed all of the assigned activities



Knowledge CHECK

Go to the MBA jambanet page and print the knowledge check for this week. After completing your knowledge check, compare your answers to the knowledge check key on the MBA jambanet page. Review any questions you may have missed.

MODULE 8

MBA final

PROJECT & KNOWLEDGE CHECK

COURSE INTRO

This is the final module in the MBA curriculum. We're excited for your graduation and your continued success as an MBA!

Before graduating, your final step in the MBA program is to share what you have learned through completion of your final project and knowledge check.

There are three parts to the MBA Final Knowledge Check:

- Part 1 **Engage**: the verbal knowledge check, where your Manager will test your improved sell and serve skills.
- Part 2 **Educate**: the written knowledge check, checking your understanding of the nutrition and product knowledge from the MBA curriculum.
- Part 3 **Enrich**: the final project which checks your ability to put everything you know into action.

After graduation, you will continue to use your menu knowledge to support your team and improve guest engagement within your store. In preparation for your final project, let's take a moment to reflect on the last 8-12 weeks.



Thoughts & Jots



A series of horizontal lines for writing, spanning the width of the page.

my take

Use your personal experience to complete the questions below.

At the beginning of this program, you wrote down what nutrition meant to you. Write down what nutrition means to you now that you have completed the program.

Take a look back at what nutrition meant to you when you started this program by looking at what you wrote on p. 4. How has your view of nutrition changed since you started the MBA program?

MBA FINAL

Knowledge CHECK

Before starting your knowledge check, make sure you have completed all of the assigned activities from the previous modules.

You must receive a score of 85% or higher on the written and verbal sections of this knowledge check and complete the final project to pass and earn your diploma. Good luck!

Inform your Manager when you are ready to complete the MBA Final Knowledge Check. Your Manager will print it from jambanet.



MBA Final Project

The last step in your certification is the MBA Final Project. The MBA Final Project is your chance to demonstrate that you are prepared to share your knowledge and engage, educate and enrich the in-store experience for your guests and co-workers.

There are three options for your final project. Discuss the options with your Manager and pick the one that is best for you and your store at this time. If possible, have the Manager take a photo of you during your final project to share on Yammer and inspire others!

OPTION 1: Campaign or Launch Preparation

The objective of this option is to educate your co-workers on new or featured product(s) and make sure they are ready to share their knowledge with guests.

- Ask your Manager for the launch packet for the upcoming campaign or launch.
- Review the launch packet and answer the following questions:
 - What products will be featured during the campaign or launch?

- Who is the target audience for these products?

- What do you think is most important for team members to know about these products?

- With your Manager, develop a plan for training the team and preparing them for the campaign or launch. If there will be a store meeting, work with your Manager to decide which section of the meeting you will present. If there is no store meeting, work with your Manager to figure out how you will train the team using the Training Tracker.

- After the launch date, answer the following questions:

- How prepared was the team for the launch?

- What did you do that was effective in helping to prepare the team for the launch?

- What suggestions do you have for preparing the team for the next launch?

OPTION 2: Local Store Marketing Event

The objective of this option is to help spread the word about Jamba outside of your store by engaging with guests and potential guests at an off-site event.

- Talk to your Manager to find out more about the event and answer the following questions:

- When is the event?

- Where will the event be held?

- Who is the target audience for the event?

- What will you be sampling or selling at the event?

- What message would you like participants in the event to remember about Jamba Juice?

- How will you communicate that message?

- Work with your Manager to help prepare for the event.
- Attend the event and spread the word about Jamba to the attendees of the event.
- After the event, answer the following questions:
 - What did you do that was effective in helping to spread the word about Jamba?

- What suggestions do you have for the next event?

OPTION 3: In-store Sampling

The objective of this option is to engage with guests and educate them on one of our products.

- Talk to your Manager and schedule a time to conduct a sampling in your store.
- Choose a product to sample to guests. Select a product that meets the definition of healthy.
- Review the nutritional information for that product.
- Think about how you will describe the product to guests and answer the following questions:

- Who is your target audience for the product?

- How will you describe the product to guests?

- What nutritional information will you share about the product?

- Prepare the product for sampling. Be sure to follow all sampling standards, including using the Sampling Card.

- Sample the product on the sales floor. Take the time to engage with guests about the product.

- After your sampling, answer the following questions:

- What product information were guests most interested in?

- What did you do that was effective in engaging guests about the product?

- What suggestions do you have for the next time you conduct a sampling?

my take

Now it is your time to share something you have learned with your team.

Using the Thoughts&Jots section at the beginning of this module, reflect on your journey studying at the School of Blending Arts. Think about what you have learned and how you have used that knowledge. Share an impact you had on a guest, on a co-worker or on your own life through what you learned in the MBA program. After you have written a few ideas down, select which one you want to share with your team and add it below.

[illegible]

NEWS AROUND THE WHIRL'D
Your St...

Your Story
Now it's...

Now it's your turn to share around the Whirl'd! Remember, being an MBA isn't just about being a product expert. It's about sharing your knowledge.

Ask your Manager to post on Yammer your story about an impact you have had on a guest, a co-worker or on your own life (from the previous MyTake) to share with the Jamba Whirl'd! If possible, have your Manager take your picture with your diploma and/or MBA pin to post with your story so the whole Jamba community can share in your celebration.

Remember to post your story in the BOH for your team to read too!

MBA FINAL

Knowledge CHECK

SCORES

Verbal:

Written:

☐ Practical Hands-On
Challenge Completed:

9

Congratulations!

You are now a certified Jamba MBA! While your MBA training may be complete, we hope that it will be just the beginning of your journey to inspire and simplify healthy living in our guests, your co-workers and your own life. Wear your MBA pin proudly. You've earned it!



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