

Calorie levels of preferred beverages

Family



**ASSIGN
BUSTER**

The paper " Calorie Levels of Preferred Beverages " is a good example of a research paper on family and consumer science. According to the CNN report, 75 percent of adults in the U. S. adults are foreseen to be obese or overweight by the year 2015. Outcomes of research reveal that Americans consume somewhere from about 150 to 300 more calories as compared to three decades ago. They also elaborated that half of the calories taken were derived from liquids. One dietician interviewed by a CNN correspondent explained that drinks available in the market are loaded with several sweeteners and sugars and examples of which include: Fruit juices, shakes, teas and fortified waters which are great examples of apparently healthy drinks but can also be loaded with high calories. Similarly, The Beverage Institute for Health and Wellness (2009) added that there are beverages which can make a person relax, have fun or enjoyment, satisfaction and without calories. Moreover, The Beverage Guidance Council comprises of experts in nutrition came up with the guidelines about beverages to avoid, chronic disease and obesity. The organization aimed to alert Americans to the threats of high-calorie beverages since liquid calories are contributing to the epidemic in obesity. They added that drinking too many high-calorie beverages might even be harmful (Steele, 2007). This study will benefit young and adult Americans who enjoy drinking beverages, at the same time promote health awareness, particularly on how to prevent obesity. The study aims to assess the level of awareness among selected American beverage consumers on the calorie levels of their preferred beverages. The following questions below will have to be answered: 1. Which beverage/s in the market today is/are mostly consumed by Americans?

2. What is the level of awareness among selected American respondents on

<https://assignbuster.com/calorie-levels-of-preferred-beverages/>

the calorie levels of their preferred beverages?

3. What are the common reasons of selected American consumers of patronizing their preferred beverage?