



FITNESS BEANS



Keep fitters or athletes use jelly beans to keep themselves going, They are a popular source of energy because they can be used very precisely in manageable quantities and **Jelly Belly jelly beans contain zero fat and are only 4 calories each.** Following is some information that may be useful.

Sugar is used by the body as a source of energy. The body converts carbohydrates to energy more quickly than it does fats or proteins. Glucose (blood sugar) level rises within thirty to sixty minutes after eating any carbohydrate, then falls as glucose is used up. The rise in blood-sugar level triggers a release of the hormone insulin by the pancreas, which helps glucose enter the cells to be converted into energy. Sugar can therefore be used to achieve good blood glucose control.

Athletes and diabetics for example, often eat jelly beans when they need a quick acting source if their blood glucose levels are low. Jelly Belly Candy Company who each year are invited to sponsor Diabetes UK* and St John's Ambulance at the Flora London Marathon, provide samples of Jelly Belly jelly beans in 10g packs for runners. Jelly Belly jelly beans can provide that sugar in controlled amounts.

Jelly Belly jelly beans come in 50 different flavours (which can be purchased individually or in mixed form) and **sate the appetite quicker than any other sweet**, therefore fewer are eaten. Researchers at the University of Sydney in Australia invited students to test 38 different foods to find out which ones stave off hunger pangs longest of all. Using white bread as the baseline of 100, foods rating higher than 100 were judged to be more satisfying than white bread, while those under 100 were less satisfying. Foods that have a higher "satiety index" keep hunger down longer. Although volunteers fed jelly beans did not feel satisfied (moreish!), they nevertheless ate very little afterwards. This resulted in jelly beans getting a satiety rating of 118 - higher than muesli and yoghurt, and almost the same as white pasta.

Jelly Belly beans are a great low calorie, fat free snack. They are easy to carry around and never melt.

For further information, product prizes and photographs contact

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