

PHIL LEMPERT
SUPERMARKET
GURU®

SMARTER SHOPPING, HEALTHIER EATING, BETTER LIVING...

This Week's Hits or Misses: Ooba Hibiscus Beverage

December 24, 2008

Taste	Value	Health	Ingredients	Preparation	Sustainability	Appearance	Packaging	Total
29	17	10	13	5	1	5	5	85 (hit!)

This product is a HIT!

Take one part fancy bottle, one part bubbles, one part hibiscus and two parts sugar and what do you get? Ooba... This product is all about the power of the hibiscus flower and while it is true that research has shown that hibiscus may have the same health benefits as red wine and tea, nowhere on the label does it quantify just how much hibiscus extract is in the product. Does it taste good? Yes, but so would any product with 40 grams of sugar in one bottle!



Retails for \$2.49.

Hibix Corp, Berkeley, CA

559.842.5600

<http://www.oobabeverage.com>