

YOGURT MANIA (ЙОГУРТОМАНІЯ)

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Доповідь розкриває секрети походження та популярності корисного для здоров'я і смачного продукту.

The grocery store dairy aisle has gone multicultural. In the last five years a mind-blowing 2,500-percent increase in sales of Greek-style yogurt have lead the charge in a diversifying yogurt section. A shopper in 2007 had essentially two decisions to make when choosing yogurt: "fruit on the bottom" or the kind with strawberries or blueberries already mixed in. Now, a consumer can select from the following: full-fat, low-fat or non-fat; Greek or regular; drinkable kefir; organic or conventional; and even yogurts with added fibre. And more varieties are probably being added as you read this.

Yogurt is one of humanity's oldest processed foods, with evidence of its creation potentially going back 7,000 years. It's made and used in a variety of ways in societies from India to Europe to the Middle East to Africa. All these varieties of yogurt share a few things in common. Each is made with live cultures, which are a kind of good bacteria that transform liquid milk into the sour taste and thick consistency of yogurt. All yogurts contain important nutrients like calcium, vitamin D, protein, potassium and B vitamins.

For people with lactose intolerance who don't want to give up on dairy's nutritional benefits, yogurt can be a good option. Yogurt contains less lactose than ice cream and milk; a person with many symptoms from lactose intolerance should eat yogurt with other foods – including nuts, fruit or cereal – and possibly in smaller amounts.

Yogurt has less lactose because the introduced bacteria – also called "live cultures" with – help digest the lactose. Even for people with no problems digesting lactose in other forms of dairy, live cultures in yogurt are still beneficial. They promote overall good health and immunity. To make sure the yogurt product you're considering has these cultures, either look on the ingredient label for the bacteria listed above, or the National Yogurt Association's "Live and Active Cultures" seal.

Other recent yogurt products added to store shelves include drinkable yogurt, kefir, squeeze-able yogurt and yogurt with added fibre. For these products, check nutrition labels and ingredient lists. Look for added colours or sugars, especially in the kinds marketed to kids.