



Stay fit and healthy through the winter with aronia berries

Eat as colourful as possible!

January 2019: We're already one month into the new year, and many of us started with new resolutions. But how often do our new year's resolutions get scrapped after just a few weeks? It's a real shame, as annoying habits like unhealthy fast food and too much stress can cause harm and make us ill in the long run. Aroniabeere e.V. shares some simple tips and tricks for you to set the course for a healthy and active life, helping you stay fit and healthy in the winter and upcoming flu season.

Some of the most common resolutions every year include wishes like finally shedding some stubborn kilos, eating healthier and finding more time for yourself. But these are often pushed to one side or completely scrapped after just a few weeks – that's probably why 17 January has been coined "Ditch Your New Year's Resolutions Day". But it's not actually that difficult to stay fit and healthy in the winter, explains the medically accredited health and nutrition consultant, Claudia Höft. The expert identifies one of the small changes that can make a big difference:

Enjoy a nutrient-rich diet

Despite all the cravings for hearty food and sweet treats that people often feel in winter due to a lack of nutrients, you should enjoy a healthy diet with plenty of fresh fruit and vegetables. "Eat as colourful as possible", recommends Höft, "and try to add the traffic light colours – something red, yellow and green – to every meal, whether hearty or not". She explains that an increased vitamin intake will be especially beneficial to your immune system, but also your appearance, as it ensures healthy, firm and fresh skin.

Höft recommends supplementing your daily diet with aronia berries, as they provide the body with a variety of nutrients, including blue-violet plant pigments (anthocyanins), OPCs, vitamin B2 and vitamin K. Just a few dried berries or 100 ml of aronia juice can make a positive contribution to your diet. "Natural plant pigments also lead to a reduction in fatty tissue, and their natural bitter substances curb cravings for sugar", explains the nutrition consultant.



Light exercise despite the winter cold

You don't have to run a marathon to stay fit and healthy in winter. "Just a few minutes of fresh air every day are enough to boost your immune system", says Höft. She explains that warm and dry air strains your skin and dries out your mucous membranes, making you more susceptible to viral and bacterial infections. 10 to 20 minutes of light exercise a day will boost your circulation and activate your immune system. "If you round your training session off with a light aronia soda or a warm aronia tea, you'll also recover faster", promises the specialist. As the juice of the bitter berries contains a high amount of antioxidants, oxidative stress can be significantly reduced after exercise. You should look out for high-quality aronia products in places like health food shops, advises the expert.

Find time to relax

While the days are slowly getting longer, lots of people are still going to work at dawn and returning after sunset. This can really dampen your spirits and make you ill in the long run. You can find relief in small daily or weekly highlights, such as by going to the cinema or eating out at your favourite Italian restaurant. "The main thing is to consciously allow yourself breaks from your everyday stress", concludes Claudia Höft. This change of routine will not only benefit your mood, but also your immune system.

In average 100g dried Aronia berries contain e.g.

	Value	Share of daily requirement per 100g	Share of daily requirement per portion (20g)
Vitamins			
A Carotenoid	2,400 mg/100 g	300%	60%
E	3,100 mg/100 g	26%	5%
K	0,310 mg/100 g	413%	83%
Folic acid	0,240 mg/100 g	120%	24%
C	14,80 mg/100 g	7%	1%
Minerals			
Potassium	1.283,000 mg/100 g	64%	13%
Manganese	3,600 mg/100 g	180%	36%
Iodine	0,0064 mg/100 g	4%	1%

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