

(Carmine—a food coloring derived from crushed bugs—is sometimes used in red popsicles. Make sure to read your labels!)



Taste test

Popsicle Pizzazz

Let's face it: There's something extra-fun about eating sweet, frozen fruit on a stick. And there's no better season than summer to sink your teeth into—or slowly lick your way through—a refreshing, ice-cold Popsicle. Since its invention in early-20th century, the Popsicle's popularity has increased, and along with it, so has the variety of flavors. So, is it lime, coconut, or grape? The challenge of choosing our top-five favorites was no easy feat, but *someone* had to do it.

PANEL FAVORITE

BRAND	Natural Choice Full of Fruit	365	Dryer's	Trader Joe's	Viva Pops
FLAVOR	Raspberry	Mango	Strawberry	Caribbean	Pear Vanilla Rose
CONTACT	ncf-inc.com	wholefoodsmarket.com	dryers.com	traderjoes.com	ilovevivapops.com
PRICE	\$5.99/6 bars	\$2.79/4 bars	\$4.69/6 bars	\$1.99/4 bars	\$3.00/1 bar
COOL FACTOR	All-organic ingredients	Naturally vivid citrine hue	Real, ripe strawberries	Cooling coconut flakes	Fantastic floral flavor
BEST ENJOYED	After winning that afternoon badminton match	While daydreaming that you're lying beneath a palm tree in Hawaii	With the other kids at that festive Fourth of July picnic	While wearing your flip-flops, iPod, and a Panama hat	As a refreshing, palate-cleansing finale to a gourmet meal
TIE-DYE TONGUE	Razzmatazz red	Not-so-mellow yellow	Perfectly pink	Full-on fuchsia	Au natural