



Power of the Concord Grape

The Concord grape is far from ordinary. This little purple fruit packs quite a nutrition punch to help fuel healthy lifestyles. Concord grapes have natural plant nutrients called polyphenols—including many of the same ones found in red wine. Not only do polyphenols give Concord grapes their vibrant color, but these plant nutrients can act as antioxidants and deliver benefits to help promote health.

Great Complement to Whole Fruit

Getting enough fruits and vegetables each day is important for overall health. Most people fall short on getting enough vibrantly colored, purple and blue fruits and vegetables, which only account for about 3% of total fruit and vegetable intake.¹ Just one 4-oz. glass of Welch's 100% Grape Juice counts as one serving (1/2 cup) of fruit—making it easy to squeeze more purple/blue fruit into your day.

Dark-skinned blue and purple fruits, like the Concord grape, provide plant nutrients not found in many other colors of fruits and vegetables.² In fact, according to a national survey, drinking and eating purple and blue fruits and vegetables is associated with healthier eating patterns in children and adults, and overall better health in adults.³

Wholesome and Healthy Juicy Goodness

Welch's 100% Grape Juice is made with the natural goodness of whole Concord grapes—skin, seeds, and all—and has no added sugar, color or flavor. And, Welch's network of family farmers carefully grows these Concord grapes to ensure that each sip of Welch's 100% Grape Juice tastes delicious and delivers the grape's nutrition power.

In addition, thanks to the Concord grape, research suggests that Welch's 100% Grape Juice helps support a healthy heart. For more on heart-healthy living for the whole family, including recipes, videos and downloadable materials, please visit welchs.com/health.

References:

¹ Produce For Better Health Foundation. State of the Plate Study on America's Consumption of Fruits and Vegetables. Wilmington, Delaware. 2003.

² U.S. Department of Agriculture - Agricultural Research Service. USDA Database for the Flavonoid Content of Selected Foods Release 2.1. 2007. <http://www.ars.usda.gov/Services/docs.htm?docid=6231>. Last Updated: Aug. 14, 2009. (Accessed: Sept. 9, 2010).

³ McGill CR, Wightman JD, Fulgoni S and Fulgoni III VL. Consumption of Purple/Blue Produce is Associated with Increased Nutrient Intake and Reduced Risk for Metabolic Syndrome: Results From the National Health and Nutrition Examination Survey 1999-2002. *Am J Lifestyle Med.* 2011. 5(3):279-290.

