

At Welch's, we know how important health and nutrition are to you. We're committed to providing products that taste good and are good for you and your family.



Remember to drink Welch's 100% Grape Juice, made from Welch's very own Concord grapes, every day!



Products displaying the heart-check mark meet American Heart Association food criteria for saturated fat and cholesterol for healthy people over age 2.



For more information, visit our website: www.welchs.com

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100% GRAPE JUICE

**Helping
To Promote
A Healthy
Heart**



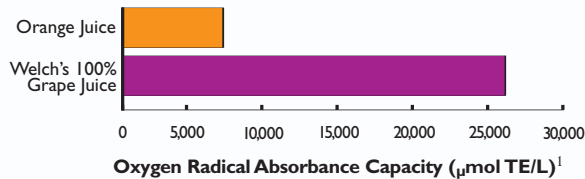
Welch's® 100% Grape Juice made from Concord grapes – a delicious heart-healthy choice for all ages.

A growing body of research shows that drinking Concord grape juice helps promote a healthy heart. Read more to find out how.

Welch's 100% Grape Juice has natural antioxidant power.

Welch's Grape Juice is made from Concord grapes, which provide an abundance of natural antioxidants. In fact, Welch's Grape Juice has more than two times the natural antioxidant power of orange juice.¹ A recent American Heart Association Science Advisory recommends consumption of a diet high in food sources of antioxidants and other cardioprotective nutrients to reduce the risk of cardiovascular disease.²

NATURAL ANTIOXIDANT POWER WELCH'S GRAPE JUICE vs. ORANGE JUICE



The naturally occurring flavonoids in Concord grape juice may help promote healthy arteries.

Healthy arteries – Studies show that flavonoids, (natural plant compounds), acting as potent, natural antioxidants, may help protect LDL cholesterol (commonly called the "bad" cholesterol) from harmful interactions with free radicals. This supports the body's natural system for promoting healthy, clear arteries so blood can flow freely to where it is needed in the body.³

More flexible arteries – Preliminary studies also show that the flavonoids in Concord grape juice stimulate the production of nitric oxide. Nitric oxide is important in the body's natural system for promoting blood vessel flexibility, which enables arteries to expand, allowing for greater blood flow when needed, such as during exercise, shoveling snow, and climbing stairs.³

An eight-ounce glass of Welch's 100% Grape Juice counts as one cup of fruit.

Diets rich in fruits and vegetables may reduce the risk of heart disease and some cancers. A glass of 100% grape juice made from Concord grapes is a delicious way to help you get more of the colorful variety of fruits and vegetables you need every day. The Produce for Better Health Foundation, which brings us the 5-9 A Day program, reports that the blue/purple category of fruits and vegetables is significantly underrepresented in the American diet⁴. Drinking Welch's 100% Grape Juice made from Concord grapes is a great way to get your purple!

There's no added sugar, no saturated fat, and no cholesterol.

Welch's 100% Grape Juice contains absolutely no added sugar. Its sweetness comes only from the grapes! What's more, Welch's 100% Grape Juice has no cholesterol and no saturated fat and is certified by the American Heart Association as a heart-healthy food for healthy people over age 2. While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of heart disease.

Great taste and good for you.

Only the sweetest, juiciest Concord grapes go into Welch's 100% Grape Juice, giving it a delicious taste that fills your mouth with flavor.

Maintaining high quality standards for taste and goodness is the top priority of Welch's owners—the more than 1,300 grape growers who make up the Welch's cooperative. And every one of them is proud of the trust you put in Welch's.



Drinking Welch's 100% Grape Juice made from Welch's own Concord grapes helps promote a healthy cardiovascular system—not bad for something that tastes so good!



Visit our website at www.welchs.com for more information on Concord grape juice and related topics.

Always consult your physician before beginning a special dietary regimen.

Footnotes

¹ Independent testing of ORAC performed by Brunswick Laboratories. Averages of testing shown.

² Kris-Etherton, et al. *Circulation*. 2004. 110:637-641.

³ Freedman, J, et al. Select flavonoids and whole juice from purple grapes inhibit platelet function and enhance nitric oxide release. *Circulation* 2001; 103: 2792-2798.

⁴ NPD. State of the Plate: Study on America's Consumption of Fruit and Vegetables. Produce for Better Health Foundation, April 2003.