



Welch's 100% White Grape Juice Executive Summary

You know that moms and their families love the great taste of Welch's 100% White Grape Juice, but what you may not know is that the Niagara grapes which are pressed to produce our 100% White Grape Juice are grown here in America and in Ontario, Canada, by our 1,200 family-farmer owners. This simple, natural process helps ensure that only premium quality grapes go into Welch's 100% White Grape Juice, so that it not only tastes delicious, but it is also inherently nutritious. Since the early nineties, Welch's has been conducting its own studies and working with independent researchers to better understand the health and nutrition benefits of Welch's 100% White Grape Juice.

Welch's 100% White Grape Juice is a great complement to whole fruits and vegetables and is a delicious and convenient way to incorporate more fruit into the diet.

Studies show that most people still need more fruits and vegetables in their diets for overall health.^{1,2} A 4-ounce glass of Welch's 100% White Grape Juice counts as one serving (or ½ cup) of fruit. The natural sweetness of Welch's 100% White Grape Juice comes only from the grape. It has no added sugar.

Welch's 100% White Grape Juice, made with juice from the entire Niagara grape, contains twice as much antioxidant power as 100% apple juice, and it even contains more than other white grape juices.³

Welch's 100% White Grape Juice is made with juice from the entire Niagara grape, including the skins and seeds which are pressed to release natural antioxidants. An antioxidant is a compound which appears to promote and protect good health. Antioxidants appear to help protect you from the damaging effects of unstable molecules (free radicals) that can damage healthy cells and may weaken your immune system.⁴ Welch's 100% White Grape Juice contains 100% Daily Value (DV) of the antioxidant vitamin C (64 and 46oz contain 120%DV).

References

- 1 U.S. Department of Health and Human Services and U.S. Department of Agriculture. Dietary Guidelines for Americans, 2005. 6th ed. US Government Printing Office Washington, DC: 2005. www.healthierus.gov/dietaryguidelines.
- 2 Centers for Disease Control and Prevention. Fruit and Vegetable Consumption Among Adults - United States, 2005. Morbidity and Mortality Weekly Report. 2007. 56(10):213-217. <http://www.cdc.gov/mmwr/preview/mmwrhtml/mm5610a2.htm>.
- 3 Independent ORAC laboratory testing by Brunswick Laboratories. Based on averages. Welch's 100% White Grape Juice values apply to 10, 24, 46, 64, and 96 ounce bottled products.
- 4 MedlinePlus [Internet]. National Library of Medicine (US). Antioxidants. [updated Oct 20, 2008; reviewed Aug 10, 2008]. <http://www.nlm.nih.gov/medlineplus/antioxidants.html>. (Accessed Nov 4, 2008).

