

WELCH'S 100% GRAPE JUICE MADE FROM CONCORD GRAPES

- **Welch's 100% Grape Juice is made from Concord grapes which are grown right here in North America by Welch's family farmer-owners. We're proud of our rich heritage which has ensured that only premium quality grapes go in to Welch's 100% Grape Juice.**
- **Welch's 100% Grape Juice is a great complement to whole fruits and is a delicious and convenient way to incorporate more purple fruit into the diet.**
 - Studies show that most people still need more fruits and vegetables in their diets for overall health,^{1,2} and we particularly fall short of blue and purple fruits and vegetables.³
 - Dark-skinned blue and purple fruits like the Concord grape tend to have the highest levels of natural antioxidant capacity (within the fruit and vegetable category) and contain unique antioxidants and plant nutrients not found in other colors of fruits and vegetables.
 - Consuming purple and blue fruits and vegetables is associated with healthier dietary patterns in children and adults, and overall better health in adults.⁴
 - One 8-ounce glass of Welch's 100% Grape Juice counts as 1 cup of fruit
- **Welch's 100% Grape Juice, made from the entire polyphenol-packed Concord grape, is delicious and healthy with no added sugars.**
 - Welch's 100% Grape Juice is made from the entire Concord grape, including the skins and seeds, which is pressed to release a ton of natural polyphenol antioxidants similar to those found in red wine.
 - Polyphenols help protect healthy cells from the damaging effects of free radicals.
- **Welch's 100% Grape Juice made from Concord grapes has 2X the antioxidant power of 100% orange juice.⁵**
- **Welch's 100% Grape Juice made from Concord grapes helps promote a healthy heart and arteries.**
 - Over a decade of cardiovascular research suggests that Concord grape juice can help promote a healthy heart and flexible arteries,^{6,7,8,9} which contribute to healthy arterial function, circulation and blood pressure.
 - Welch's 100% Grape Juice made from Concord grapes is a heart healthy juice; it is certified by the American Heart Association and carries the AHA's heart-check mark.
 - The grapes used to make red wine and the Concord grapes used to make Welch's 100% Grape Juice contain many of the same polyphenols. Welch's 100% Grape Juice appears to provide many of the same heart health benefits as red wine - without the concerns of alcohol.
- **Welch's 100% Grape Juice helps support a healthy immune system.**
 - Polyphenol antioxidants and vitamin C help protect against free radicals that can damage healthy cells and may weaken the immune system.
 - Welch's 100% Grape Juice is abundant in the antioxidant vitamin C, an essential nutrient which helps promote a healthy immune system.
 - Welch's 100% Grape Juice made from Concord grapes has been shown to significantly increase the number of gamma delta T-cells, which help detect bacteria and virally infected cells, and signal to the body's immune system that a response is necessary.¹⁰

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. Produce For Better Health Foundation. State of the Plate Study on America's Consumption of Fruits and Vegetables. Wilmington, Delaware. 2003.
4. McGill CR, Wightman JD, Fulgoni S and Fulgoni III VL. Consumption of blue/purple fruits and vegetables is associated with increased nutrient density in children and adults and reduced risks for metabolic syndrome Presented at Experimental Biology 2007. Washington DC. April 28 - May 2, 2007.
5. U.S. Department of Agriculture - Agricultural Research Service. Oxygen Radical Absorbance Capacity (ORAC) of Selected Foods – 2007. <http://www.ars.usda.gov/Services/docs.htm?docid=15866>. 2007. (Accessed: Nov. 30, 2007). The USDA ORAC database reports antioxidant power per 100 grams - for this comparison the study values have been converted to values per 8 oz. serving size for the beverages.
6. Anselm E, Chataigneau M, Ndiaye M, Chataigneau T and Schini-Kerth VB. Grape juice causes endothelium-dependent relaxation via a redox-sensitive Src- and Akt-dependent activation of eNOS. Cardiovasc Res. 2007. 73(2):404-413.
7. Freedman JE, Parker C, 3rd, Li L, Perlman JA, Frei B, Ivanov V, Deak LR, Iafrati MD and Folts JD. Select flavonoids and whole juice from purple grapes inhibit platelet function and enhance nitric oxide release. Circulation. 2001. 103(23):2792-2798.
8. Stein JH, Keevil JG, Wiebe DA, Aeschlimann S and Folts JD. Purple grape juice improves endothelial function and reduces the susceptibility of LDL cholesterol to oxidation in patients with coronary artery disease. Circulation. 1999. 100(10):1050-1055.
9. Chou EJ, Keevil JG, Aeschlimann S, Wiebe DA, Folts JD and Stein JH. Effect of ingestion of purple grape juice on endothelial function in patients with coronary heart disease. Am J Cardiol. 2001. 88(5):553-555.
10. Nantz MP, Rowe CA, Nieves C and Percival SS. Bioactive compounds from Concord grapes prime $\gamma\delta$ T cells and reduce DNA strand breaks. Presented at Experimental Biology 2008. San Diego, CA. April 5-9, 2008.

