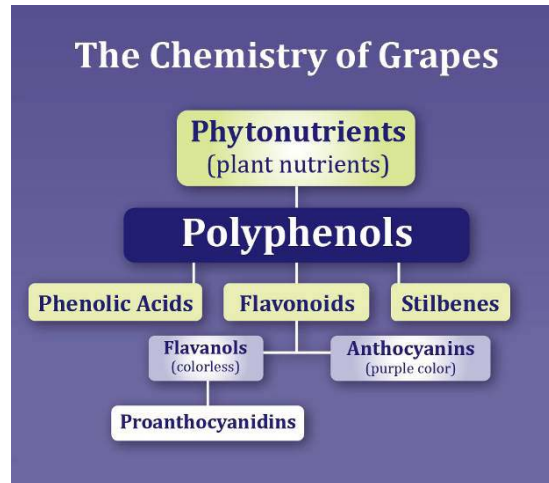




The Power of the Grape

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Small in size but powerful in effect, Concord and Niagara grapes are natural sources of goodness that can help support healthy, vibrant lifestyles. Concord and Niagara grapes provide a mix of plant nutrients (polyphenols) that can help promote overall health.

- **Phytonutrients** are plant-based nutrients (phyto = plants) that appear to have beneficial effects. They are not considered essential for human survival, but are being studied by researchers to better understand their potential impact on human health. Fruits, vegetables, grains, legumes, nuts, and teas are sources of phytonutrients.
- **Polyphenols** are a sub-group of phytonutrients. They are found in foods like onions, tea, red wine, grapes, grape juice, blueberries and certain nuts. Polyphenols naturally protect plants against pathogens, parasites and predators, and often contribute to the flavor and color of fruits and vegetables.
- **Flavonoids** are the largest and most studied sub-group of polyphenols and represent the vast majority of the polyphenols found in the skins and seeds of both Concord and Niagara grapes. There are thousands of different flavonoids in fruits, vegetables and certain plant-derived beverages (e.g. teas, wines, and juices). The skin of Concord grapes has a high concentration of anthocyanins, while the seeds of both the Concord and Niagara grapes provide the majority of proanthocyanidins. Many of these flavonoids act as antioxidants and are being studied to determine their potential effect on human health.

