



## What you should know about Welch's® 100% Grape Juice:

- Helps promote a healthy heart and healthy arteries
- Recently ranked #1 antioxidant beverage for antioxidant capacity per serving in an independent study of 1000+ foods<sup>1</sup>
- More than twice the natural antioxidant power of orange juice<sup>2</sup>
- Just 4 oz. (½ cup) counts as one serving of fruit
- Excellent source of Vitamin C with no added sugar, no saturated fat, and no cholesterol
- American Heart Association certified



### American Heart Association

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

[heartcheckmark.org](http://heartcheckmark.org)

American Heart Association certification applies to products bearing the heart-check mark and is independent of any scientific statements reflected in this publication.



*Drinking Welch's 100% Grape Juice helps promote a healthy cardiovascular system – the most delicious thing you can do for your heart!*

#### References:

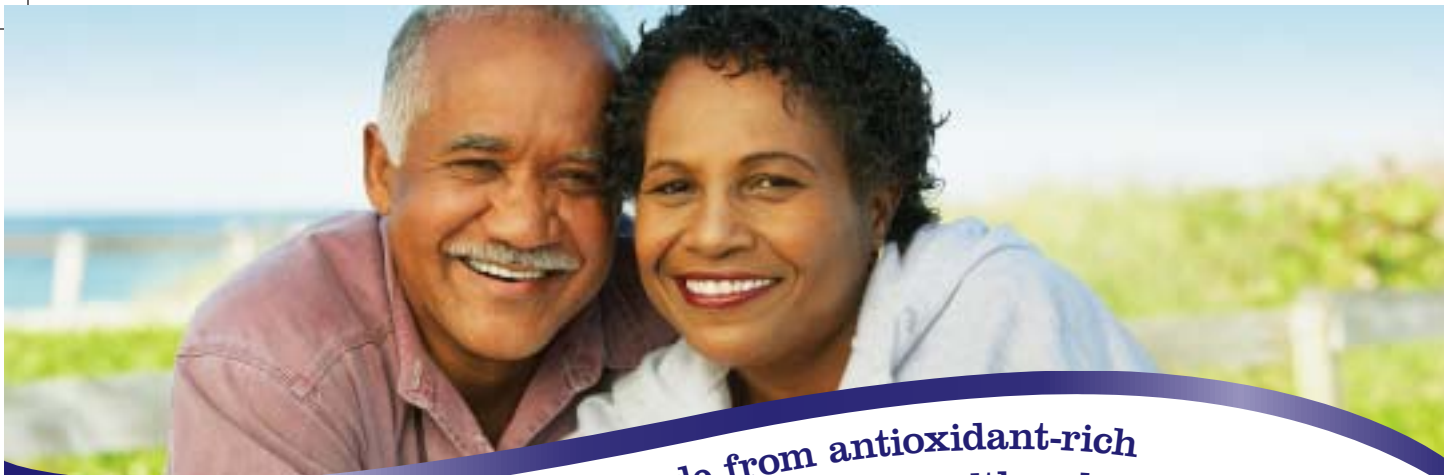
- <sup>1</sup> Halvorsen, et al. Am J Clin Nutr. 2006. 84:95-135.
- <sup>2</sup> Independent testing of ORAC performed by Brunswick Laboratories. Averages of testing shown. 2004-2007.
- <sup>3</sup> Anselm, et al. Cardiovasc Res. 2007. 73(2):404-413.
- <sup>4</sup> Freedman, et al. Circulation. 2001. 103:2792-2798.
- <sup>5</sup> Stein, et al. Circulation. 1999. 100(10):1050-1055.
- <sup>6</sup> O'Bryne, et al. Am J Clin Nutr. 2002. 76:1367-1374.
- <sup>7</sup> Produce for Better Health Foundation. State of the Plate: Study on America's Consumption of Fruits and Vegetables. 2003.



For more information, visit [www.welchs.com](http://www.welchs.com)

Loaded with protective antioxidants, Welch's® 100% Grape Juice helps promote a **healthy heart.**

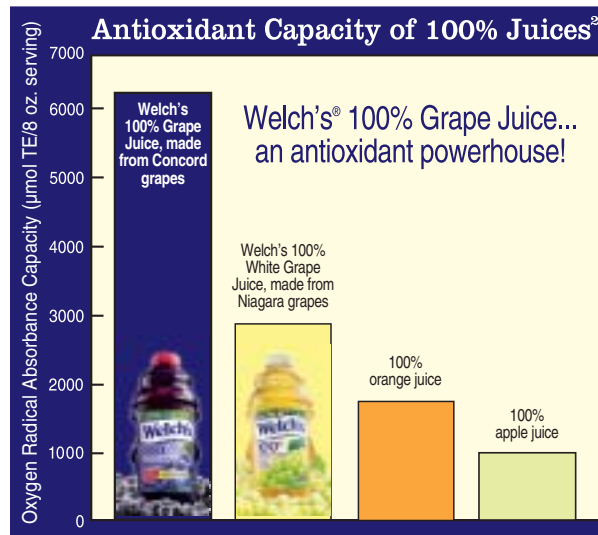




**Welch's® 100% Grape Juice, made from antioxidant-rich Concord grapes, is a delicious heart-healthy choice for all ages.**

**Loaded with natural antioxidants in every sip**

Welch's own Concord grapes are loaded with powerful natural antioxidants. One independent study recently ranked Welch's Grape Juice #1 in antioxidant capacity per serving among all beverages tested! In fact, Welch's 100% Grape Juice has more than twice the natural antioxidant power of orange juice.<sup>2</sup> Naturally occurring antioxidants certainly help to protect our bodies from cell damage, and also appear to act in other ways to promote and protect our health.



**Healthy arteries promote a healthy heart**

- **Flexible arteries contribute to healthy blood pressure:** Studies have shown that Concord grape juice works in a similar fashion to red wine to promote flexible arteries by stimulating the production of nitric oxide.<sup>3,4</sup> Nitric oxide is important in the body's natural system for promoting blood vessel flexibility and contributes to healthy blood pressure. Flexible arteries allow for greater blood flow when needed, such as during exercise, shoveling snow, and climbing stairs.

- **Clear, healthy arteries support good circulation:** Studies show that the antioxidants in Concord grape juice may help minimize the damaging effects of LDL or "bad" cholesterol to help promote healthy, clear arteries.<sup>5,6</sup> Clear arteries enable blood to circulate freely to where it is needed in the body.

**Protection beyond Heart Health**

With its abundance of antioxidants, Welch's 100% Grape Juice also helps to support and defend a healthy immune system. What's more, preliminary research shows promise in the areas of protecting memory and cognitive health. Make sure your diet is high in naturally occurring antioxidants to help protect your health.

**Just 4 ounces counts as one serving of fruit**

Diets rich in fruits and vegetables may reduce the risk of heart disease and some cancers. The Produce for Better Health Foundation reports that the purple/blue category of fruits and vegetables is significantly under-represented in the American diet.<sup>7</sup> Purple and blue fruits and vegetables provide healthful plant nutrients not found in other color categories. 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**

The natural sweetness of Welch's 100% Grape Juice comes only from the grapes! Along with that natural sweetness comes the abundance of natural antioxidant compounds that help protect our heart. What's more, Welch's 100% Grape Juice, a heart-healthy juice with no fat and no cholesterol, is certified by the American Heart Association. Diets low in saturated fat and cholesterol, and as low as possible in trans fat, may reduce the risk of heart disease.

**Drink Welch's 100% Grape Juice daily – it's a delicious way to add natural antioxidants to your diet – your heart and your body will thank you.**

