



# The Power of the Grape

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## **Power of the Concord Grape** *Health Professional Summary*

### **Polyphenols: The Heart of the Concord Grape's Benefits**

Polyphenols, some of which give Concord grapes their vibrant color, are types of plant nutrients that naturally function as antioxidants and help promote overall health.<sup>1-3</sup> Concentrated in the skin and seed of Concord and Niagara grapes, polyphenols act as antioxidants to help neutralize free radicals, which can harm healthy cells.<sup>1,2</sup>

Polyphenols are also found in onions, tea, red wine, blueberries, and certain nuts. They often contribute to the flavor and color of fruits and vegetables, and certain polyphenols are what give the Concord grape its deep purple hue.

With Welch's 100% Grape Juice products, the goodness of Concord grapes are squeezed into every glass. That's because whole grapes—skin, seeds and all—are pressed to release polyphenols straight from the fruit. And, Welch's network of 1,150 family-farmers carefully grows these Concord grapes to ensure that each sip of Welch's 100% Grape Juice tastes delicious and delivers the grape's nutrition power.

### **The Fruit, the Whole Fruit, and Nothing But the Fruit**

Most people don't meet the daily recommendations for fruit, and the 2010 Dietary Guidelines for Americans recommend that everyone – adults and children, get more fruit each day.<sup>4</sup> Choosing a variety of both fruits and vegetables maximizes intake of the vitamins, minerals and phytonutrients (which can act as antioxidants) found in different plant foods. According to national data sources, most Americans need to increase consumption of fruits and vegetables to support overall health.<sup>4,5</sup> While ORAC testing<sup>6</sup> indicates that dark-skinned purple and blue fruits, like the Concord grape, tend to have more natural antioxidant power<sup>7</sup> than their lighter-skinned counterparts, consumption of purple and blue foods comprises only 3% of all fruit and vegetable intake.<sup>8</sup>

### **A Toast to Your Heart-Health**

Thanks to the Concord grape, 100% grape juice can be an easy way to get the heart-healthy goodness of purple fruit at any age. Many of the polyphenols in Concord grapes are the same as those found in red wine and may be associated with heart-health benefits.<sup>9</sup> What's more, Welch's 100% Grape Juice made with Concord grapes is certified by the American Heart Association (AHA) and carries the AHA heart-check mark.

*For more information on the vibrantly colored Concord grape and the science behind the grape's health benefits, visit the **Grape Science Center** at [grapescience.com](http://grapescience.com).*



**References:**

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