



## **Power of the Concord Grape** *One Little Grape, So Much Power!*

The Concord grape is far from ordinary. This little purple fruit packs quite a nutrition punch to help fuel healthy, vibrant lifestyles. Concord grapes have natural plant nutrients called polyphenols—including many of the same ones found in red wine. Not only do polyphenols give Concord grapes their vibrant color, but these plant nutrients also act as antioxidants and deliver benefits to help promote overall health.

### **Great Complement to Whole Fruit**

Getting enough fruits and vegetables each day is important for overall health. Most people fall short on getting enough vibrantly colored, purple and blue fruits and vegetables, which only account for about 3% of total fruit and vegetable intake.<sup>1</sup> Just one 4-oz. glass of Welch's 100% Grape Juice counts as one serving (1/2 cup) of fruit—making it easy to squeeze more purple/blue fruit into your day.

Dark-skinned purple and blue fruits, like the Concord grape, tend to have more natural antioxidant power<sup>2</sup> than their lighter-skinned counterparts, as measured by ORAC,<sup>3</sup> and provide plant nutrients not found in many other colors of fruits and vegetables.<sup>4</sup> In fact, according to a national survey, drinking and eating purple and blue fruits and vegetables is associated with healthier eating patterns in children and adults, and overall better health in adults.<sup>5</sup>

### **Wholesome and Heart-Healthy Juicy Goodness**

Welch's 100% Grape Juice is made with the natural goodness of whole Concord grapes—skin, seeds, and all—and has no added sugar, color or flavor. 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.

In addition, thanks to the Concord grape, research suggests that Welch's 100% Grape Juice helps support a healthy heart. Moreover, Welch's 100% Grape Juice is certified by the American Heart Association (AHA) to carry the AHA's heart-check mark, indicating it meets AHA standards for a heart-healthy beverage.

*Please visit [welchs.com/health-and-nutrition](http://welchs.com/health-and-nutrition) for more information!*



**References:**

- <sup>1</sup> Produce For Better Health Foundation. State of the Plate Study on America's Consumption of Fruits and Vegetables. Wilmington, Delaware. 2003.
- <sup>2</sup> Wu X, Beecher GR, Holden JM, Haytowitz DB, Gebhardt SE and Prior RL. Lipophilic and hydrophilic antioxidant capacities of common foods in the United States. *J Agric Food Chem.* 2004. 52(12):4026-4037.
- <sup>3</sup> U.S. Department of Agriculture, Agricultural Research Service. 2010. Oxygen Radical Absorbance Capacity (ORAC) of Selected Foods, Release 2. Nutrient Data Laboratory Home Page: <http://www.ars.usda.gov/nutrientdata/orac>. Last Updated: May 4, 2010 (Accessed July 20, 2010).
- <sup>4</sup> U.S. Department of Agriculture - Agricultural Research Service. USDA Database for the Flavonoid Content of Selected Foods Release 2.1. 2007. <http://www.ars.usda.gov/Services/docs.htm?docid=6231>. Last Updated: Aug. 14, 2009. (Accessed: Sept. 9, 2010).
- <sup>5</sup> McGill CR, Wightman JD, Fulgoni S and Fulgoni III VL. Consumption of Purple/Blue Produce is Associated with Increased Nutrient Intake and Reduced Risk for Metabolic Syndrome: Results From the National Health and Nutrition Examination Survey 1999-2002. *Am J Lifestyle Med.* 2011. 5(3):279-290.