



THE POWER OF THE POLYPHENOL

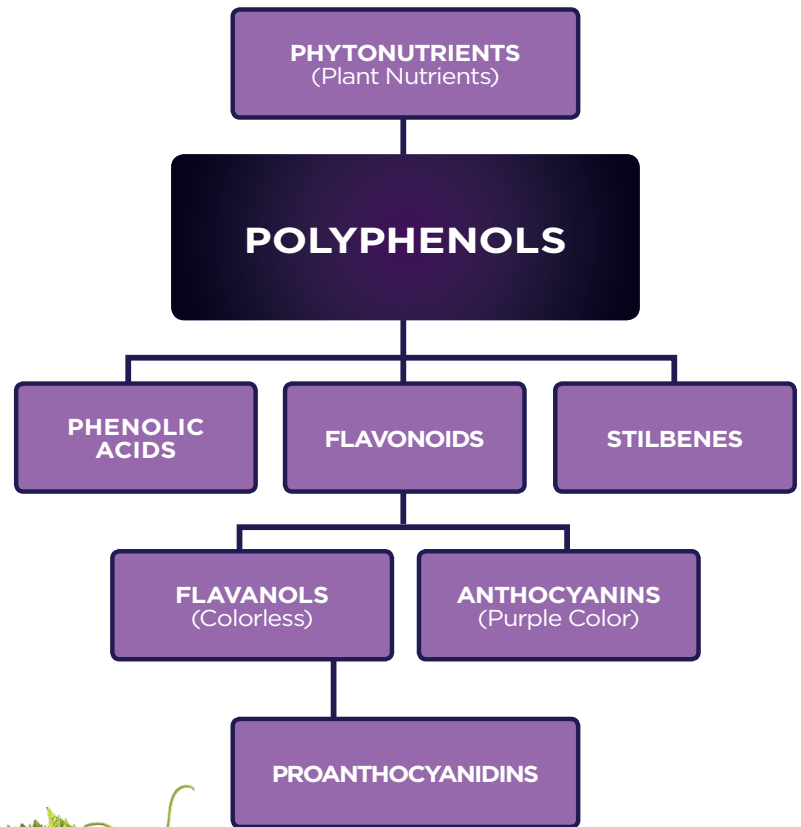
A **polyphenol** is a type of phytonutrient (**plant nutrient**) that can act as an antioxidant and research shows can provide important benefits for health. **Polyphenols are often concentrated in colorful fruits and vegetables** (like Concord grapes and other berries), and are also found in tea, red wine and certain nuts.

PICK PURPLE

The Chemistry of Concord Grapes

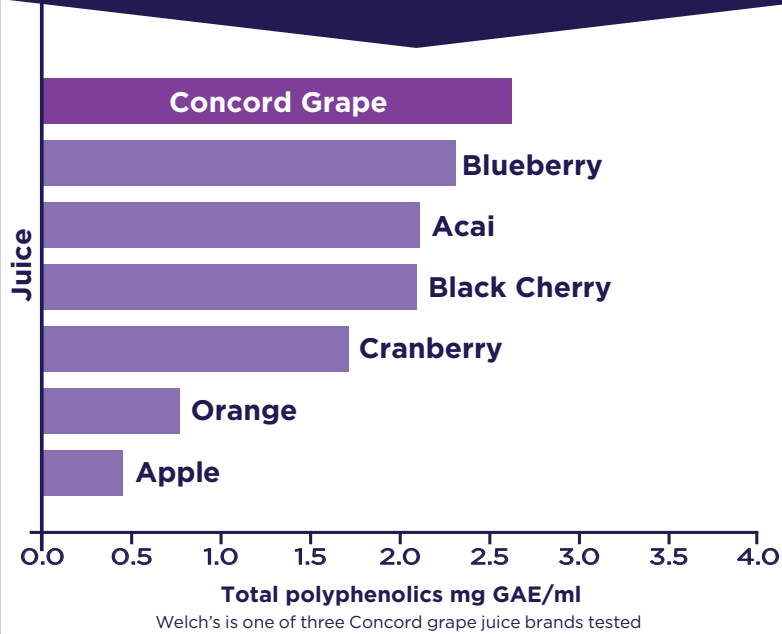
Unlike the ubiquitous table grape, **the Concord grape, an original American superfruit, delivers an abundance of powerful polyphenols** found in its thick, dark purple skins and crunchy seeds. Polyphenols contribute to the flavor and color of fruits and vegetables. In fact, the darker the color, the more polyphenols you'll uncover.

Flavonoids^{1,2} comprise the majority of phytonutrients found in Concord grapes, which include **proanthocyanidins and anthocyanins** — the source of the mighty Concord's deep purple color.



100% GRAPE JUICE MADE WITH CONCORD GRAPES IS A PLANT NUTRIENT POWERHOUSE.

It delivers more polyphenols than many other fruit juices.³



DID YOU KNOW?

100% grape juice is made by crushing whole Concord grapes and heating their purple skins and crunchy seeds to release powerful polyphenols straight from the grape into each ounce of juice.



SCIENCE SAYS

Years of research has shown that polyphenols in 100% grape juice:

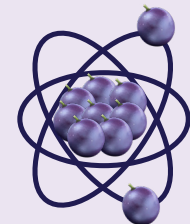


Promote a **healthy heart** and **healthy circulation**⁴⁻¹²



Contribute to a **healthy mind**¹³⁻¹⁶

- Improve **memory function** in older adults^{14,15}
- Positively impact **attention, reaction time and mood**^{13,16}



Act as antioxidants to fight free radicals, molecules that can damage healthy cells^{5,9,17}

For more on the research-backed benefits of the Concord grape and 100% grape juice, visit welchs.com/health and grapescience.com

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