Power of the Concord Grape

Polyphenols: The Heart of the Concord Grape’s Benefits
Concord grapes are natural sources of goodness that may help promote overall health by providing a mix of plant nutrients called polyphenols. Polyphenols naturally function as antioxidants to help neutralize free radicals, which are known for their ability to harm otherwise healthy cells.

Polyphenols are a type of phytonutrient found in the skins and seeds of Concord grapes; they 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, the goodness of Concord grapes is 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, & 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. Choosing a variety of both fruits and vegetables maximizes intake of the vitamins, minerals and phytonutrients (including polyphenols) found in different plant foods. According to national data sources, most Americans need to increase consumption of fruits and vegetables to support overall health. While ORAC testing indicates that dark-skinned purple and blue fruits, like the Concord grape, tend to have more natural antioxidant power than their lighter-skinned counterparts, consumption of purple and blue foods comprises only 3% of all fruit and vegetable intake.
A Toast to Your Heart Health
As part of a well-balanced diet and healthy lifestyle, 100% grape juice made with Concord grapes 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. What’s more, Welch’s 100% Grape Juice made from Concord grapes is certified by the American Heart Association and carries the AHA heart-check mark.

Visit the Grape Science Center, at grapescience.com, for more about the science behind the Concord grape’s health benefits, including heart health.

Find more juicy recipes featuring the goodness of Concord and Niagara grapes in the Heart-Healthy Grape Recipe Booklet at welchs.com/health.
References:


