



## DRIVE CONSUMER SATISFACTION WITH VARIETY

### *That Just Tastes Great*



WHY 100%  
FRUIT JUICE

87% of consumers  
rated 100%  
Fruit Juice as the  
most important  
attribute<sup>1</sup>



\$1.6 BILLION

Away From  
Home juice is a  
1.6 billion dollar  
category<sup>2</sup>



WHY JUICE

B&I Consumers  
choose juice  
because it's a  
healthier option  
and tastes great<sup>1</sup>



Years of research has shown that  
polyphenols in 100% grape juice<sup>3</sup>:



promote a **healthy heart &**  
**healthy circulation**



**contribute to a healthy mind**  
Improve memory function in older  
adults. Positively impact attention,  
reaction and mood



act as **antioxidants** to fight  
**free radicals**, molecules that can  
damage healthy cells

## FLAVOR VARIETY JUST MAKES SENSE

- ✓ Avoid patron menu fatigue
- ✓ Increase breakfast beverage satisfaction
- ✓ Build the right balance between taste and healthy options
- ✓ Offer 5-6 juice flavors to maximize offerings

## WE KNOW JUICE





# DRIVE CONSUMER SATISFACTION WITH VARIETY

## *That Just Tastes Great*

### OUR FOCUS ON SUSTAINABILITY

-  Preserve Biodiversity & Soil Health
-  Improve Energy Usage
-  Agricultural Research & Academic Partnerships
-  Plastic Reductions In Our Packaging
-  Responsible Distribution Through Efficient Transportation

### Our Rich Heritage Makes for a Trusted Brand



of B&I consumers  
& operators agree  
with the statement

**"Welch's is a  
brand I trust"<sup>1</sup>**

- Many of our over 700 family farmers are 4th & 5th generation
- Average vineyard size of 47 acres
- Welch's grapes are all harvested within 30 days
- Each grape is pressed into juice within 8hrs
- Our grapes are grown & processed in the US (NY, PA, OH, WA, MI)
- Our apples are 100% US grown & processed (WA)

## Business & Industry Product Portfolio

Product Code	Product Name	Pack / Size	Juice Content Percentage	Kosher	Serving Size Description
<b>100% Fruit Juice, Fruit Juice Cocktails, and Fruit Juice Drinks</b>					
<b>10 oz PET Bottles</b>					
41800 34400	Welch's 100% Orange Juice	24 / 10 oz	100	None	1 Bottle (295ml)
41800 31600	Welch's 100% Apple Juice	24 / 10 oz	100	None	1 Bottle (295ml)
41800 35400	Welch's 100% Grape Juice, Concord	24 / 10 oz	100	None	1 Bottle (295ml)
41800 39400	Welch's Cranberry Juice Cocktail	24 / 10 oz	15	Triangle K	1 Bottle (295ml)
41800 31700	Welch's Orange Pineapple Juice Drink	24 / 10 oz	7	K	1 Bottle (295ml)
<b>16 oz PET Bottles</b>					
41800 30194	Welch's 100% Orange Juice	12 / 16 oz	100	None	1 Bottle (473mL)
41800 30193	Welch's 100% Apple Juice	12 / 16 oz	100	K	1 Bottle (473mL)
41800 30219	Welch's 100% Grape Juice, Concord	12 / 16 oz	100	None	1 Bottle (473ml)
41800 30195	Welch's Cranberry Juice Cocktail	12 / 16 oz	15	None	1 Bottle (473mL)
41800 30201	Welch's Orange Pineapple Juice Drink	12 / 16 oz	7	None	1 Bottle (473ml)
41800 30197	Welch's Fruit Punch Juice Drink	12 / 16 oz	5	None	1 Bottle (473mL)
<b>Sparkling Fruit Juice</b>					
<b>25.4 oz Glass Bottles</b>					
41800 71650	Welch's Sparkling Red	12 / 25.4 oz	40	None	8 FL.OZ. (240ml)
41800 71550	Welch's Sparkling White	12 / 25.4 oz	40	None	8 FL.OZ. (240ml)
41800 70540	Welch's Sparkling Rose	12 / 25.4 oz	60	None	8 FL.OZ. (240ml)
41800 70591	Welch's Sparkling Cider	12 / 25.4 oz	100	None	8 FL.OZ. (240ml)
<b>Spreads</b>					
<b>Squeeze Bottles</b>					
41800 50153	Welch's Concord Grape Jelly	12/ 20 oz		None	1 tbsp (20g)
41800 50154	Welch's Concord Grape Jam	12/ 20 oz		None	1 tbsp (20g)
41800 50167	Welch's Strawberry Spread	12/ 20 oz		None	1 tbsp (20g)
41800 50171	Welch's Reduced Sugar Concord Grape Jelly	12 / 17.1 oz		None	1 tbsp (17g)
41800 50169	Welch's Natural Concord Grape Spread	12 / 18 oz		None	1 tbsp (18g)
41800 50170	Welch's Natural Strawberry Spread	12 / 18 oz		None	1 tbsp (18g)
<b>Jars</b>					
41800 50150	Welch's Concord Grape Jelly	12 / 30 oz		None	1 tbsp (20g)
41800 50151	Welch's Concord Grape Jam	12 / 30 oz		None	1 tbsp (20g)
41800 50126	Welch's Natural Concord Grape Spread	12 / 27 oz		None	1 tbsp (19g)
41800 50127	Welch's Natural Strawberry Spread	12 / 27 oz		None	1 tbsp (19g)

<sup>1</sup> Welch's Proprietary AWFH Juice, May 2020    <sup>2</sup> NPD SupplyTrack RTD Juice, October 2019

<sup>3</sup> Chou EJ, et al. Am J Cardiol. 2001. 88(5):553; Freedman JE, et al. Circulation. 2001. 103(23):2792; Haskell-Ramsay CF, et al. Eur J Nutr. 2017. 56(8):2621; Krikorian R, et al. Br J Nutr. 2010. 103(5):730; Krikorian R, et al. J Agric Food Chem. 2012. 60(23):5736; Lampert DJ, et al. Am J Clin Nutr. 2016. 103(3):775; O'Byrne DJ, et al. Am J Clin Nutr. 2002. 76(6):1367; Siasos G, et al. Am J Hypertens. 2014. 27(1):38; Stein JH, et al. Circulation. 1999. 100(10):1050; Vislocky LM and Fernandez ML. Nutr Rev. 2010. 68(11):656; Wightman JD and Heuberg RA. J Sci Food Agric. 2015. 95(8):1584.



For product information and recipes, please  
visit [Welchs.com](http://Welchs.com) or call 1-800-340-6870

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