

Welch's



THE GOODNESS THEY REMEMBER *That Just Tastes Great*



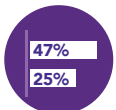
3 OUT OF 4
AT LEAST ONCE A WEEK

Long term healthcare consumers drink juice at least once a week¹



\$1.6 BILLION

Away From Home juice is a 1.6 billion dollar category²



WHY JUICE

Consumers choose juice because it's a healthier option and tastes great¹



Years of research has shown that polyphenols in 100% grape juice³:



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 resident menu fatigue
- ✓ Appeal to residents' changing taste buds
- ✓ Provide options for residents with and without dietary needs
- ✓ Younger Boomers who are moving into Senior Living/LTH have more modern tastes and seek a variety of beverages
- ✓ Older Boomers prefer comfort and familiarity

WE KNOW JUICE

Welch's



THE GOODNESS THEY REMEMBER

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 LTH consumers & operators agree with the statement
"Welch's is a brand I trust"¹

- 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)

Long Term Healthcare/Sr. Living Product Portfolio

Product Code	Product Name	Pack / Size	Juice Content Percentage	Kosher	Serving Size Description
100% Fruit Juice, Fruit Juice Cocktails, and Fruit Juice Drinks					
5.5 oz Aluminum Cans					
41800 28300	Welch's 100% Apple Juice	48 / 5.5 oz	100	Triangle K	1 Can (162mL)
41800 20600	Welch's 100% Grape Juice, Concord	48 / 5.5 oz	100	K	1 Can (162mL)
41800 28100	Welch's 100% Orange Juice	48 / 5.5 oz	100	Triangle K	1 Can (162mL)
41800 28800	Welch's Cranberry Juice Cocktail	48 / 5.5 oz	15	Triangle K	1 Can (162mL)
10 oz PET Bottles					
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)
46 oz PET Bottles					
41800 31400	Welch's 100% Grape Juice, Concord	8 / 46 oz	100	None	8 FL OZ (240ml)
41800 31500	Welch's 100% White Grape Juice	8 / 46 oz	100	None	8 FL OZ (240ml)
64 oz PET Bottles					
41800 21100	Welch's 100% Grape Juice, Concord	8 / 64 oz	100	K	8 FL.OZ. (240ml)
41800 21270	Welch's 100% Grape Juice w/Fiber, Concord	8 / 64 oz	100	K	8 FL.OZ. (240ml)
41800 22900	Welch's 100% White Grape Juice	8 / 64 oz	100	K	8 FL OZ (240ml)
41800 22600	Welch's 100% Red Grape Juice	8 / 64 oz	100	None	8 FL.OZ. (240ml)
Sparkling Fruit Juice					
25.4 oz Glass Bottles					
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)
Spreads					
Squeeze Bottles					
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)

¹ Welch's Proprietary AWFH Juice, May 2020

² NPD SupplyTrack RTD Juice, October 2019

³ 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; Lamport 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 Heuberger RA. J Sci Food Agric. 2015. 95(8):1584.



For product information and recipes, please visit Welchs.com or call 1-800-340-6870

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