



REASONS



TO ENJOY 100% GRAPE JUICE FOR HEART HEALTH

Do you enjoy the naturally bold, delicious taste of Concord grapes? Your heart does, too!

The Mighty Concord grape used to make 100% grape juice packs superfruit powers, like heart-health-promoting plant nutrients called polyphenols. But, while 93% of Americans say heart health is important to them, more than half (57%) don't know that 100% grape juice helps support a healthy heart and contributes purple fruit to their diet.

Read on for more reasons to enjoy a glass of 100% grape juice and discover creative ways to add it to your day.

8

THINK PURPLE

A balanced diet includes a colorful mix of fruits and veggies, but many families don't get enough purples and blues. **Concord grapes are dark purple with a purpose:** the intense color comes from powerful polyphenols not found in many other colors of fruit.

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CHEERS TO YOUR HEART!

The Concord grape is a purple powerhouse, providing many of the same polyphenols and **many of the same heart-health benefits as red wine.**

6

CIRCULATORY SUPERHERO

One way the Concord grape can help support a healthy heart is by **promoting healthy circulation,** keeping your blood pumping and energy flowing. The Concord grape may even **help support a healthy mind.**

5

ALWAYS JUICE SEASON

Concord grapes have a short harvest season and don't travel well, so they can be hard to find fresh. The good news is that you can **enjoy the Mighty Concord year-round with 100% grape juice** - in a glass, as a zesty vinaigrette or added to your favorite marinade.

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MAIN SQUEEZE

To capture the Concord grape's one-of-a-kind taste and polyphenol goodness, each glass of **100% grape juice is made by pressing whole Concord grapes:** colorful skin, tiny seeds and flavor-packed pulp.

3

WOKE UP LIKE THIS

100% grape juice doesn't need any added sweeteners, colors or flavors. It's naturally delicious and nutritious, delivering Concord grape goodness with **absolutely no added sugar.**

2

SIPPING SERVINGS

According to **MyPlate**, a **4-oz. glass of 100% grape juice counts as one serving (1/2 cup) of fruit,** making it a great way to boost your daily servings of purple produce.

1

COOKING WITH CONCORD

100% grape juice adds bold flavor, vibrant color and a nutrition boost to sweet and savory dishes alike. **For inspiration, check out welchs.com for heart-healthy recipes that meet nutrition guidelines from the American Heart Association®.**



Heart-Check certification does not apply to research unless expressly stated.

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