

Beyond Red ... Think Purple for Heart Health!

Purple is a cue that fruits and vegetables have plant nutrients called polyphenols that can help promote health, including **heart health**.



Pump Up the Purple

3%

When it comes to enjoying fruits and vegetables, people only eat a small percentage from the purple/blue group.¹

Eating purple/blue fruits and vegetables is linked to diets with:²

↑

Key Nutrients

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Added Sugar

Purple for Heart Health

Berry polyphenols can act as **antioxidants** and, according to the Produce for Better Health Foundation, play a role in heart health by supporting **healthy blood vessels**.⁴

Yes, Concord grapes are

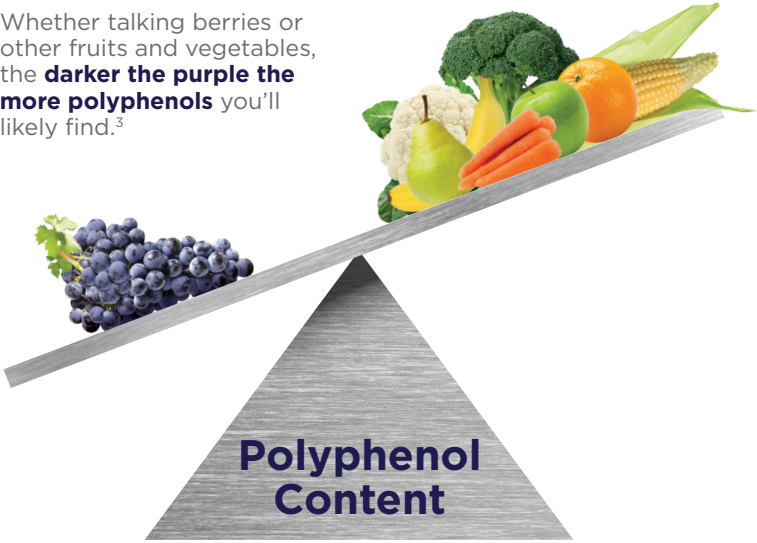


berries!

Polyphenol Power with Purple

Berries are a **delicious way** to get your **daily dose of purple**, and they **deliver polyphenols** (specifically anthocyanins) not found in many other colors of fruit.³

Whether talking berries or other fruits and vegetables, the **darker the purple the more polyphenols** you'll likely find.³



Go Purple with Concord Grapes



100% grape juice made with Concord grapes **helps support a healthy heart**.⁵


Did you know?


Many of the **polyphenols** in **dark purple Concord grapes** are the **same** as those found in **red wine**.





5 Purple Produce-Packed Ideas


1. Sprinkle **blueberries** or **blackberries** on cereal


2. Add **100% grape juice** to a smoothie


3. Toss **purple cabbage** with salad greens


4. Pump up sides with **purple potatoes** and **eggplant**


5. Poach **purple plums** for a sweet treat



Enjoy Purple with 8-oz. of Welch's® 100% Grape Juice



More than 40 Concord grapes go into each 8-oz. glass



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References

1. Produce For Better Health Foundation. State of the Plate Study on America's Consumption of Fruits and Vegetables. Wilmington, Delaware. 2003.
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3. U.S. Department of Agriculture - Agricultural Research Service. USDA Database for the Flavonoid Content of Selected Foods Release 3.1. 2013. <http://ars.usda.gov/Services/docs.htm?docid=6231>. Last Updated: December 2013.
4. Produce For Better Health Foundation. What Are Phytochemicals? Accessed December 20, 2013 from <http://www.fruitsandveggiesmorematters.org/what-are-phytochemicals>.
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