



14 March 2017

IFT17 PREVIEW

Concord and Niagara grape products take center-stage for Welch's Global Ingredients Group at IFT17

Welch's Global Ingredients Group will showcase its extensive portfolio of Concord and Niagara grape products at the forthcoming IFT17 (Nevada, Las Vegas, June 25-28, 2017).

Concord and Niagara grapes are grown in North America by Welch's nearly 1,000 family farmers and both are true American superfruits. The Concord grape is a distinctive dark purple grape variety with a sweet bold flavor. Its cousin, the Niagara grape, is a white grape with a golden hue that delivers a sophisticated flavor profile that is crisp, sweet, light and refreshing.

Exhibiting on **Booth 2135**, Welch's Global Ingredients Group will introduce visitors to the FruitWorx range of Concord and Niagara real fruit pieces. Made using a technology called URC[®], which was developed by Taura Natural Ingredients, FruitWorx pieces are perfect for snack, bakery and confectionery applications.

Also on show will be FruitWorx Concord Grape Juice Powder, which is made with a proprietary dehydration process that gently removes all the water from Concord grape juice but captures its natural wholesomeness and retains its bold flavor and rich purple color. The resulting product is ideal for use in a host of applications, including snacks, beverages and functional foods.

In addition, Welch's Global Ingredients Group will highlight the great taste and nutrition content of Concord and Niagara grape juices, which are available as single-strength juices, concentrates and purées. Concord grape juice delivers plant nutrients called polyphenols that have been shown to help support a healthy heart. Also, while more research is needed, emerging science suggests that Concord grape juice may also provide mind health benefits.

Visit Booth 2135 to find out more about Welch's Global Ingredients Group's range of Concord and Niagara grape products.

ENDS

For more information, please contact:

Richard Clarke, Ingredient Communications

Tel: +44 1293 886291 (office) / +44 7766 256176 (cellphone)

Email: richard@ingredientcommunications.com

@ingredientcomms

About Welch's Global Ingredients Group

Established in 2014 as a division of Welch Foods, Inc. (Welch's), Welch's Global Ingredients Group offers grape juice expertise and solutions to companies across the globe. Our primary ingredients include Concord and Niagara grape single-strength juices, juice concentrates and purées made in the USA, as well as a range of powders and fruit bites. Our sales territories are North, Central and South America; Asia, with special emphasis in Japan, Korea and China; and EMEA. In EMEA and China we operate through our distribution partner, WILD.

Welch's is the processing and marketing subsidiary of the National Grape Cooperative. Located across America and in Ontario, Canada, the cooperative's approximately 1,000 family farmers own the company and grow the delicious and inherently healthy Concord Grape used in Welch's juices and other grape-based products. Welch's is committed to research and development that will meet the growing demand for products that address consumers' health and nutrition needs. Welch's products are sold throughout the United States and in approximately 40 countries around the globe. Welch's is an Equal Opportunity Employer – Minorities/Female/Disabled/Veterans. For more information, visit www.welchs.com.