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## PRESS RELEASE

### **100% fruit juice retains its health halo, research shows**

Millennial fruit juice drinkers in Europe overwhelmingly view 100% fruit juice as a healthy beverage, according to the findings of a new, independent consumer survey conducted by Concord grape juice supplier Welch's Global Ingredients Group<sup>1</sup>.

Researchers asked 300 French and German fruit juice drinkers aged 18-35 a range of questions in a bid to learn more about their attitudes towards the juices they buy. When asked to rank a selection of popular beverages in order of how healthy they considered them to be, **the respondents listed sparkling water, 100% fruit juice and milk as the healthiest choices.** The results show that, among Millennial fruit juice drinkers in Europe, the reputation of 100% juice as a healthy beverage remains largely untarnished despite the bad press that the fruit juice sector has received in recent years.

Wayne Lutomski, Vice President International & Welch's Global Ingredients Group, said: "Millennial fruit juice drinkers believe what we have known for years; 100% fruit juice is a delicious and nutritious beverage choice that can be part of a well-balanced diet. It's clear that these consumers appreciate that fruit juice not only contains natural sugars, but also delivers science-backed benefits and valuable nutrients for health."

#### **Health is a key priority**

The survey, conducted online by Surveygoo, revealed that health is a key priority for European Millennial fruit juice drinkers, with 73% of respondents saying it is important to them that a fruit juice delivers a health benefit. The three most interesting benefits to European Millennial fruit juice drinkers are energy, mind health and heart health.

However, taste and quality are also particularly important to these consumers. 84% of respondents stated they would be more likely to buy a superfruit juice if they knew the superfruit from which it was made tasted good. Meanwhile, 85% of the respondents said they drink 100% juice, and nearly three-quarters (72%) said they consider '100% juice' to be an indicator of high quality.

Overall, the three most important things Millennial fruit juice drinkers in Europe are looking for from their fruit juices are good taste (83%), nutrition and health (58%) and real food ingredients (41%). In fact, the survey found that 80% of respondents would be more likely to buy a fruit juice that highlights that it is made with real fruit.

Wayne Lutomski commented: "Our survey indicates that European Millennials who drink fruit juice are sophisticated consumers who understand the fact that 100% fruit juice is a quality beverage that delivers nutrition benefits that can support their wellbeing."

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<sup>1</sup> Survey of 300 18-35 year old male and female fruit juice drinkers in France (150) and Germany (150) commissioned by Welch's Global Ingredients Group and conducted independently by Surveygoo in January 2017

He continued: “These consumers are also motivated to buy fruit juices that taste good. The challenge, therefore, is for juice companies to create nutritious juices – superfruit juices for example – that deliver an enjoyable drinking experience. There are not many superfruit juices that can deliver on this, although Concord grape juice is one superfruit juice that brings great taste and science-backed health benefits, all at a reasonable price. Interestingly, our survey also found that two thirds of respondents would be more likely to buy a fruit juice made with Concord grapes, once they had been informed of the benefits they offer.”

Welch’s Global Ingredients Group is the ingredients division of consumer goods company Welch Foods, Inc. It supplies Concord grape juice to manufacturers for use in a range of beverage, dairy and food applications.

Concord grape juice is made from the Concord grape, a unique, distinctive, dark purple grape variety with a sweet bold flavor grown in North America by Welch’s nearly 1,000 family farmers. In combination with an exceptional flavor profile, it provides natural plant nutrients called polyphenols, which have been shown to deliver heart-health benefits. In fact, about twenty years of research say that Concord grape juice helps support a healthy heart. Also, while more research is needed, emerging science suggests that Concord grape juice may also provide mind health benefits. The Concord grape is a true American superfruit and is now available to food and beverage companies across Europe to incorporate into their own products.

Mr Lutomski concluded: “Concord grape juice is a rare thing, in that it’s a delicious superfruit juice. Encouragingly, the results of our research demonstrate that Concord grape juice offers a compelling proposition for European Millennial fruit juice drinkers for whom good taste, health benefits and real fruit ingredients are key priorities. Perhaps most significantly of all, however, is the fact that these consumers remain steadfast in their belief in what the science says; 100% fruit juice is a healthy beverage with much to offer in a balanced diet.”

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#### **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](http://www.welchs.com).