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PRESS RELEASE

The polyphenol powerhouse: Welch's Concord grape juice gears up for launch across mainland Europe

USA-based Welch's is to sell its Concord grape juice concentrate on the European mainland for the first time, giving beverage companies the chance to harness its one-of-a-kind taste and natural plant nutrient content to produce innovative products consumers will love.

Welch's is one of America's oldest juice companies with nearly 150 years' experience of growing Concord grapes and transforming them into 100% grape juice. Today, grape is the 4th most popular 100% juice flavour in the US¹ and a firm family favourite. Native to North America and grown by Welch's nearly 1,000 family-farmer owners, the dark purple Concord grape is renowned for its distinctively sweet and bold flavour and is recognised as a truly American 'superfruit'.

Under an exclusive distribution agreement with Netherlands-based Wild Juice, Concord grape juice concentrate will now be available for companies across the EMEA region to use in branded and private label beverages. The partnership will receive an official launch at the forthcoming Anuga trade show in Germany where Welch's senior international team will share a booth with Wild Juice (Hall 8.1 D010 E019).

The Concord grape is a plant nutrient powerhouse and its 100% juice has more polyphenols than many other commonly consumed juices^{2, 3}. A recent publication also showed that Concord grape juice has a greater concentration of polyphenols than several 'superfruit' juices⁴. According to this study, Concord grape juice delivers 13% more polyphenols than blueberry juice, 24% more than acai juice and 53% more than cranberry juice.

¹ IRI, 52 weeks ending 23 August 2015

² Auger C, Pollet B, Arnold C, Marx C and Schini-Kerth VB. Great Heterogeneity of Commercial Fruit Juices to Induce Endothelium-Dependent Relaxations in Isolated Porcine Coronary Arteries: Role of the Phenolic Content and Composition. *J Med Food*. 2015. 18(1):128-136.

³ Mullen W, Marks SC and Crozier A. Evaluation of Phenolic Compounds in Commercial Fruit Juices and Fruit Drinks. *J AgricFood Chem*. 2007. 55:3148-3157.

⁴ Seeram NP, Aviram M, Zhang Y, Henning SM, Feng L, Dreher M and Heber D. Comparison of Antioxidant Potency of Commonly Consumed Polyphenol-Rich Beverages in the United States. *J AgricFood Chem*. 2008. 56(4):1415-1422.

Research suggests that certain polyphenols may play a role in supporting a healthy heart, and the polyphenols in Concord grape juice are no exception. In fact, Concord grape juice delivers many of the same polyphenols – and many of the same heart-health benefits – as red wine. Nearly 20 years of research shows that Concord grape juice helps support a healthy heart^{2, 5, 6}. Additionally, a new study suggests that one way in which Concord grapes and grape juice may support a healthy heart is by promoting healthy circulation⁷.

Wayne Lutomski, Vice President International for Welch's, said: "American consumers have enjoyed Welch's Concord grape products since 1869. It's part of the fabric of American society and its unique taste and health benefits are loved and recognised throughout North America and beyond. Now for the first time, thanks to our partnership with Wild Juice, we are able offer our Concord grape juice concentrates to beverage manufacturers and brands operating in mainland Europe. It's a truly exciting development in the history of this wonderful juice."

Dirk Oyen, Commercial Director at Wild Juice, said: "We often see new fruit juice flavours coming to Europe from exotic locations – especially superfruits – and they get a lot of attention. What is different about Concord juice is that it is already a very well known and liked flavour in some parts of the world, including the US and Japan. Additionally, the Concord superfruit itself, unlike most superfruits, actually tastes really good. This means it will only be a matter of time before the Concord flavour conquers Europe. Consumers will love it not just for its health benefits but because they will enjoy the new flavour, too."

Anuga takes place at the Koelnmesse in Cologne from 10-14 October 2015.

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About Welch's

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.

⁵ Vislocky LM and Fernandez ML. *Biomedical Effects of Grape Products*. *Nutrition Reviews*. 2010. 68(11): 656-670.

⁶ Vislocky LM, and Fernandez ML. *Grapes and Grape Products: Their Role in Health*. *Nutr Today*. 2013. 48(1):47-51.

⁷ Dorsey PG, Holbrook M, Carey M, Leleiko RM, Rodrigues I, Aasen J, Eberhardt RT, and Vita JA. *Concord Grape Juice Improves Endothelial Function in Overweight, Older Adults*. Presented at the 55th Annual Conference of American College of Nutrition. San Antonio, TX. October 15-18, 2014.