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PRESS RELEASE

Welch's Global Ingredients Group boosts beverage offering with new Niagara grape juice

It's 'Concord & Niagara: Dawn of Juice-tice' at Ingredient Marketplace 2016, as 'superhero' grape juices take center stage

Welch's Global Ingredients Group has strengthened its product portfolio with **100% Niagara grape juice** – a unique golden American superfruit juice that delivers a sophisticated flavor profile and naturally nutritious polyphenols.

Crisp, sweet, light and refreshing, Niagara grape juice joins the iconic deep-purple Concord grape juice in the Welch's Global Ingredients Group juice range, giving beverage, confectionary, dairy and alcohol brands, as well as contract manufacturers, access to a choice of two contrasting but equally delicious fruit juice concepts.

Niagara grape juice contains no added sugar, colors or flavors. It is available globally to companies, and offers bolder and more floral flavor notes than other white grape juices. Nevertheless, the Niagara grape juice taste remains light enough that it is perfect for blending with other juices in a way that complements them, rather than overshadowing them.

In common with its Concord grape cousin, the Niagara grape is unlike ordinary table grape varieties. It has a thick skin and crunchy seeds that provide naturally occurring plant nutrients, which act as antioxidants and can also contribute to health. To preserve this inherent nutrition in the Niagara grape juice, Welch's squeezes the whole grape, including the skin and seeds, to release these plant nutrients, or polyphenols, straight from the grape and into the juice. The result is a 100% juice like no other white grape juice on the market.

100% Niagara grape juice packs in more nutrition than many other beverage options. Just one delicious 8oz glass counts as two servings or one cup of fruit, making it a perfect fruit juice choice for the whole family. What's more, its beautiful golden hue means it looks just as exquisite as it tastes.

Niagara grape juice will make its debut at the forthcoming Ingredients Marketplace 2016 Expo in Orlando (booth K27). Wayne Lutomski, Vice President of International & Welch's Global Ingredients Group, said: "Forget Batman v Superman – the true superheroes this spring are Concord and Niagara. These

spectacular juices are like nothing else on the market. Beverage and juice companies looking for a truly innovative juice proposition need look no further.”

Just like the Concord grape, the Niagara grape is grown by the nearly 1,000 family-farmers who own Welch’s Global Ingredients Group. Niagara grapes are difficult to source because they have a very short harvest season and grow only in specific regions of North America. They are also extremely delicate and without the right care they do not travel well. Welch’s juice-making expertise ensures they are picked and squeezed using techniques that preserve their special characteristics in the end product.

Niagara joins Concord in the Welch’s FruitWorx® inclusions range

Welch’s Global Ingredients Group has also added the Niagara grape to its FruitWorx® range of real fruit inclusions for bakery, nutrition bar, confectionary, snack and breakfast cereal applications. The new launch follows the successful introduction of FruitWorx® Concord grape inclusions a year ago.

FruitWorx® inclusions contain the goodness that Concord and Niagara grapes are renowned for. They are created using URC® (Ultra Rapid Concentration), a unique process that concentrates the taste, texture and natural goodness of fruit juices and purées into pieces, flakes and bites. FruitWorx® inclusions can be made using a single type of fruit or in combination with other fruits, or blended with other ingredients – including ancient grains such as chia. The pieces can also be enrobed in chocolate to create a delicious and wholesome treat.

Welch’s Global Ingredients Group will showcase Concord and Niagara FruitWorx® inclusions at Ingredient Marketplace 2016. Featuring at its booth will be concepts based on both grape varieties, alone and paired with other flavors.

Ingredient Marketplace 2016 takes place 28-29 April 2016 at the Orlando World Center Marriott. Welch’s Global Ingredients Group will exhibit in the Expo on booth K27. Stop by the stand to see and taste the company’s Concord and Niagara grape juices and FruitWorx® inclusions.

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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.