A polyphenol is a type of phytonutrient (plant nutrient) that can act as an antioxidant and research shows can provide important benefits for health. Polyphenols are often concentrated in colorful fruits and vegetables (like Concord grapes and other berries), and are also found in tea, red wine and certain nuts.

Unlike the ubiquitous table grape, the Concord grape, an original American superfruit, delivers an abundance of powerful polyphenols found in its thick, dark purple skins and crunchy seeds. Polyphenols contribute to the flavor and color of fruits and vegetables. In fact, the darker the color, the more polyphenols you’ll uncover.

Flavonoids\(^2\) comprise the majority of phytonutrients found in Concord grapes, which include proanthocyanidins and anthocyanins — the source of the mighty Concord’s deep purple color.
**100% GRAPE JUICE MADE WITH CONCORD GRAPES IS A PLANT NUTRIENT POWERHOUSE.**

It delivers more polyphenolics than many other fruit juices.³

<table>
<thead>
<tr>
<th>Juice</th>
<th>Total polyphenolics mg GAE/ml</th>
</tr>
</thead>
<tbody>
<tr>
<td>Concord Grape</td>
<td>0.5</td>
</tr>
<tr>
<td>Blueberry</td>
<td>1.0</td>
</tr>
<tr>
<td>Acai</td>
<td>1.5</td>
</tr>
<tr>
<td>Black Cherry</td>
<td>2.0</td>
</tr>
<tr>
<td>Cranberry</td>
<td>2.5</td>
</tr>
<tr>
<td>Orange</td>
<td>3.0</td>
</tr>
<tr>
<td>Apple</td>
<td>3.5</td>
</tr>
<tr>
<td>Juice</td>
<td>4.0</td>
</tr>
</tbody>
</table>

Welch's is one of three Concord grape juice brands tested.

---

**SCIENCE SAYS**

Years of research has shown that polyphenols in 100% grape juice:

- Promote a **healthy heart and healthy circulation**⁴⁻¹²
  - Act as antioxidants to fight free radicals, molecules that can damage healthy cells⁵,⁹,¹⁷
- Contribute to a **healthy mind**¹³⁻¹⁶
  - Improve memory function in older adults¹⁴,¹⁵
  - Positively impact attention, reaction time and mood¹³,¹⁶
- **Did You Know?**
  - 100% grape juice is made by crushing whole Concord grapes and heating their purple skins and crunchy seeds to release powerful polyphenols straight from the grape into each ounce of juice.

---

**For more on the research-backed benefits of the Concord grape and 100% grape juice, visit welchs.com/health and grapescience.com**

---