



Taste the Harvest ... Delivering the Real Goodness of Grapes Throughout the Year

At the “heart” of Welch’s annual harvest season is the deliciously healthy Concord grape.

Many of Welch’s family farmer owners have been working land that’s been in their families for generations, so they take particular pride in harvest time. The harvest season for Concord grapes is fairly short – just a few short weeks in the fall. And our passionate family farmers work tirelessly during this time – and throughout the year – to bring the real goodness of their grapes to families across the country.



How does the goodness of Concord grapes get into every glass of Welch’s 100% Grape Juice?

- Welch’s Concord grapes are picked at their peak and pressed into juice within 8 hours of harvesting, so families can enjoy their perfectly ripe flavor all year.
- Whole Concord grapes – skins, seeds and all – are pressed to release natural plant nutrients, or polyphenols, into every glass. In fact, many of the polyphenols in Concord grapes are the same as those found in red wine. To add to that, research suggests that thanks to the Concord grape, Welch’s 100% Grape Juice helps support a healthy heart.
- Every 4-oz. glass of Welch’s 100% Grape Juice is made with more than 20 Concord grapes and counts as 1 serving (1/2 cup) of fruit. So it’s only natural that enjoying a glass of Welch’s 100% Grape Juice tastes like squeezing fresh grapes into your mouth.

According to the *2010 Dietary Guidelines for Americans*, it’s important to make half your plate colorful fruits and vegetables for a healthy lifestyle. As a complement to whole fruit, 100% grape juice is a great way to meet daily fruit goals. Visit choosemyplate.gov for more tips on adding fruit to a daily diet, and check out the Healthy Living page of welchs.com for more ideas, including heart-healthy recipes using Welch’s 100% Grape Juices.

Experience the harvest and learn more about the delicious Concord grape by visiting welchs.com.



*"Harvest time is when a year's worth of hard work comes full circle and I can share my special grapes with families across America."
- Jason Pagel, Welch's family-farmer owner, Michigan*

