

PLUMP JUICY DELICIOUS

WELCH'S® 100% GRAPE JUICE.
TWO SERVINGS OF FRUIT IN EVERY GLASS.
NO SUGAR ADDED. EVER.

Visit us at
welchs.com



2012

Taste the Harvest Guide

ZAGAT

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Taste the Harvest Guide

Where and How to Eat Fresh,
Local and Seasonal

2012



Welch's® is happy to partner with Zagat Survey to bring you the "Taste the Harvest Guide," where you get the inside scoop on where and how to eat fresh, local and seasonal fruits and vegetables.

At the heart of Welch's you will find our Concord and Niagara grapes, the committed family-farmers who grow them and the delicious products made with these distinctive grapes. Many of Welch's family-farmer owners have been working land that's been in our families for generations, so we take particular pride in harvest time. It's when our best grapes are pressed into juice within eight hours of picking, ensuring the delicious grape taste Welch's is known for. Harvest lasts just a few weeks each year, but it's how we deliver the taste of harvest time all year round.

For more information on Welch's, please visit welchs.com. To discover the science behind the Concord grape's benefits, including heart health, visit The Grape Science Center at grapescience.com.

Enjoy the harvest!



JOSEPH C. FALCONE

CHAIRMAN OF THE BOARD
Welch Foods Inc., A Cooperative

1 of 1,150 Welch's family-farmer owners

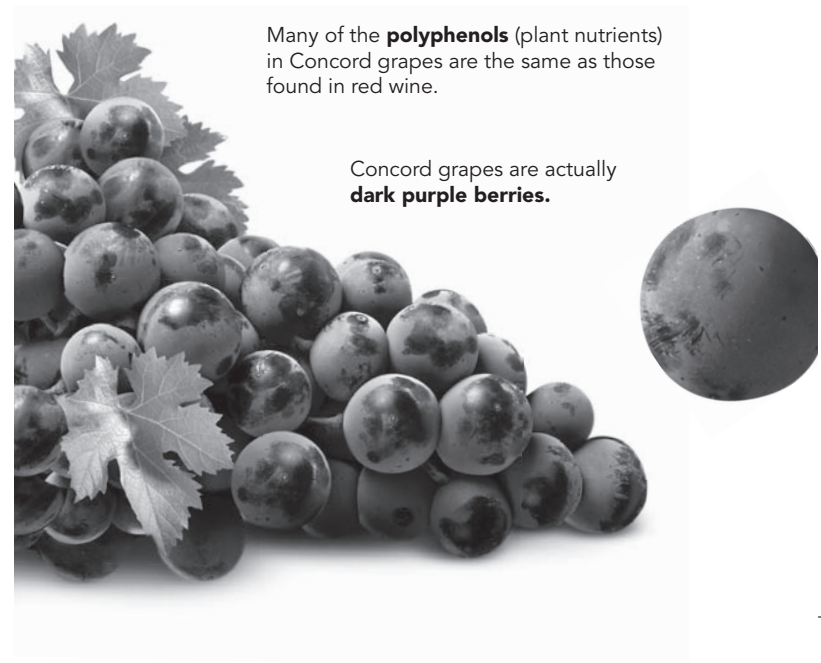


Fun Grape Facts

Every 8-ounce glass of **Welch's 100% Grape Juice** is made with more than 40 Concord grapes and counts as **2 servings** (1 cup) of fruit.



Welch's developed its first grape jam called "**Grapelade**" in 1918. The U.S. Army bought the initial production and coupled it with peanut butter, and that's how the peanut butter and jelly sandwich was born!



Many of the **polyphenols** (plant nutrients) in Concord grapes are the same as those found in red wine.

Concord grapes are actually **dark purple berries**.

