

Welch's launches Grape'ade beverage made with Niagara green grapes

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Welch's, the iconic fruit-based food and beverage company, announces the launch of Welch's Grape'ade, a new, refreshing juice beverage made with crisp Niagara green grapes and no added sugar for the perfect balance of real fruit flavour and thirst-quenching refreshment in every sip.

Welch's Grape'ade is available in convenient, on-the-go 16oz bottles, free from artificial colours and sweeteners and is offered in three delicious flavours: Strawberry, Mango and Green Grape. Crafted to perfection, each Grape'ade variety promises a refreshing burst of flavour from real fruit juice and half the sugar of other 'ades.

"The Welch's Innovation Team has crafted an entirely new 'ade experience, leveraging our unparalleled expertise at capturing the crisp, tart taste of Niagara green grapes bottled within hours of picking off the vine, to deliver an intensely refreshing twist on the traditional flavour," said Chris Kwiat, Vice President of Marketing Communication & Innovation at Welch's. "Grape'ade embodies our commitment to providing delicious, high-quality products that cater to evolving and diverse consumer preferences, even if it means creating an entirely new type of beverage to meet their needs."