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## New on the Grocery Aisle

Follow a dad's quest to feed his family well while navigating the supermarket aisles for the strange and new.

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## Unmasking Superfoods: Embodi

November 17, 2008 at 10:05AM by [Eric Steinman](#) | [Comment](#)

A few years back, health reports began streaming in suggesting that moderate consumption of red wine held unexpected and astounding health benefits previously unreported. Everything from cardiovascular health, cancer prevention, to blood cleansing, was attributed to the antioxidant-rich, cancer hating, elixir of red wine. Wine sales boomed, and Americans found reason not to feel guilty about a regular glass of wine.

About the same time people (and consumer marketing) went collectively bonkers for antioxidants and the like. Food and drink become less about the sum of its parts, and became more about its parts, in that people were looking to buy items that contained purported magical ingredients that heartily sustained health. Instead of eating a bowl of red beans or a fist full of blueberries, people were lured towards antioxidant-fortified breakfast cereals, soft drinks, and the like.



Embodi, a grape-based beverage, is touted as the first beverage to provide the health benefits of red wine (antioxidants, etc) without the alcohol. Made from grapes and grape pomace extract derived from the skins, seeds, and stems of red wine grapes, Embodi's raison d'etre is its high incidence of resveratrol; a polyphenol found in red wine and often linked to the "French Paradox," the odd little fact that while French people drink loads of red wine and consume a high-fat diet, they are still far healthier than your average American (However, a [recent medical report](#), while touting the benefits of resveratrol, does also attribute some of the health benefits of red wine to the inclusion of alcohol, which is plainly absent in Embodi).

Contained in attractive six-inch aluminum bottles (eight ounces), Embodi looks and tastes like premium grape juice, with one significant difference. Because Embodi is not just derived from grape juice, but the seeds, skins, and stems of the grapes, it carries a lingering dry finish (not unlike a dry red wine). While not really unpleasant, some people (possibly children) might be turned off by the noticeable astringency of the drink. Aftertaste aside, Embodi is made with 100% organic juice (grape, apple, pomegranate, and pear depending on the flavor), and when poured in a wine glass, with its dark cabernet color, it could easily be mistaken for the real thing. Not exactly non-alcoholic wine (as it is far sweeter than most wines), Embodi will make some people very happy, and possibly healthy.

Embodi is available in three flavors (Berry Renewal, Citrus Resurgence, and Tropical Revival) for the premium price of \$2.49 and featured at Whole Foods Markets.

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Cut Down 2 Lbs of Fat Per Week by Obeying this 1 Old Rule.

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About this Blog:

Travel down the grocery aisles with Eric as he keeps an eager, but skeptical, eye on the merchandise and foodstuff that fill the grocery shelves. Learn what's hot, what's not, and what's just plain weird, as he obsessively reads labels, admires packaging, dismisses misleading marketing ploys, and takes you along for some serious yet fun food shopping.

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