

New juice drink offers benefits of red wine

Embodi is claimed to provide all the antioxidants and health benefits of red wine
Embodi, a new functional beverage in the US, is claimed to provide all the antioxidants and health benefits of red wine – without the side-effects of alcohol.

The non-alcoholic juice drink is the first to contain a specially developed grape pomace extract made from the skins, seeds and stems of red grapes, giving it the same healthy properties as wine.

"Embodi's delicious organic fruit juice blend is combined with our red wine grape extract, which provides the health benefits of two glasses of red wine, without the alcohol," said Dan Waters, CEO of Embodi.

"Embodi is a convenient yet great tasting way to take active charge of your health."

Research has shown that red wine can contribute to cardiovascular health, as well as reducing oxidative stress and helping to prevent neurodegenerative disease and diabetes.

Resveratrol, a polyphenol contained in both red wine and Embodi, has recently been hailed for its disease-fighting properties.

But although resveratrol is a key ingredient, there is evidence that the widest protection is provided by the full spectrum of polyphenol antioxidants found in found red wine and Embodi.

Free radicals

"The unique polyphenol antioxidants in red wine help guard the body against free radicals – molecules which accelerate the degeneration of cells and impact the body's ability to stay healthy," said Dr Leroy Creasy, Professor Emeritus of Horticulture at Cornell University, who in 1991 discovered resveratrol in red wine and red wine grapes.

"Embodi, with its unique red wine grape extract, delivers these antioxidants in a healthy and non-alcoholic way," added Dr Creasy.

Embodi is made with a proprietary blend of organic fruit juices and grape pomace extract in three flavors: Citrus Resurgence (citrus fruits), Tropical Revival (goji berry and pomegranate), and Berry Renewal (blueberry and pomegranate).

The drinks are packed in resealable 8oz (237ml) aluminium bottles that are more easily recycled than plastic and more environmentally friendly to transport than glass.

In addition, since antioxidants lose potency when exposed to light or oxygen, the Embodi bottle maintains maximum antioxidant power until the moment it is opened.

One bottle of Embodi contains only 90 calories, according to the producer, making it one of the lowest calorie antioxidant beverages on the market.

Recommended retail price is \$2.49 (€1.60) per bottle. Embodi is currently on sale in the refrigerated drink sections and juice aisles of Whole Foods Market stores across the US.



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