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## **New Study Links Cranberry Juice to Heart Health**

**EAST WAREHAM, MA** (March 27, 2003) – A study released this week at the American Chemical Society meeting in New Orleans gives consumers one more reason to incorporate more healthy cranberry products into their diet on a year round basis.

The study, completed by Dr. Joseph Vinson of the University of Scranton and funded by the Cranberry Institute and the Wisconsin Cranberry Board, points to possible heart health benefits of consuming cranberry juice cocktail. "This pilot study sheds new light on an area we are researching in greater depth," said Dr. Martin Starr, Science Advisor to the Cranberry Institute. "We have known for years that cranberries are among the best sources of antioxidants, and that antioxidants promote good heart health. This new work suggests a positive link between cranberry consumption and a potentially significant increase in HDL, or "good cholesterol," which is associated with a healthy heart."

Dr. Starr cited studies at other major universities, from Harvard to Cornell to Rutgers, on the goodness of cranberries. "Researchers have demonstrated that this tiny berry is packed with health benefits. We have evidence showing that cranberries block the adhesion of certain harmful bacteria to cells, which promotes urinary tract health, and may also help prevent stomach ulcers and gum disease. We also know that cranberries rank among the highest in flavonoid content and similar natural phytonutrients, which may aid in the prevention of heart disease and certain types of cancer. Lastly, we are now looking at their potential to help slow brain aging and promote better mental function, also due to the high antioxidant content. Similar

results have already been reported for blueberries, a close botanical cousin, and early results are encouraging for cranberries as well."

Packed with numerous health benefits, cranberries are an excellent addition to any diet.

"Because they are available in various forms, including juice, sauce, sweet dried, fresh and frozen, and because their unique flavor compliments a wide variety of foods, it's easy to enjoy the many health benefits of cranberries throughout the year," said Dr. Starr. Cranberries, with their vibrant color, make the list of recommended red fruits in the 5-A-Day the Color Way program. "Cranberries definitely belong on the "A" list of healthy foods we should eat every day," said Dr. Starr.

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The Cranberry Institute, a non-profit organization founded in 1951 to promote education and research, funds exploration into health and medical benefits of cranberries as well as topics related to environmental stewardship. Visit the Cranberry Institute's Web site at <http://www.cranberryinstitute.org> and contact Martin Starr, Ph.D. at 508-746-7156.

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