



INGREDIENT  
TECHNOLOGY  
GROUP

Press Information

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*Contact:* Kayley Dempsey / Kat Kalinina

+44 (0) 161 925 4700

### **NEW STUDY REVEALS POTENTIAL OF CRANBERRY JUICE IN HEART HEALTH**

A new study published in the American Journal of Clinical Nutrition has further underlined the role of cranberry in helping to support cardiovascular health. The study was presented to the American Heart Association as evidence of the importance of cranberry along with other fruits and vegetables for cardiovascular health.

The study found that participants who consumed double-strength Cranberry Juice Cocktail experienced “significant reduction” in arterial stiffness, an indicator of cardiovascular disease. These findings are in line with previous research, which has shown that polyphenol-containing foods like cranberry can support vascular health. Arterial stiffness was measured using carotid-femoral pulse wave velocity, a technique emerging as an important measure of vascular function and a strong indicator of CVD risk.

The crossover, double-blind placebo-controlled study measured a range of cardiovascular indicators in participants with high risk factors for cardiovascular disease, including smoking and being overweight. Arterial blood pressure and blood flow were measured and analysed for statistical significance, alongside biochemical analyses of cholesterol and glucose levels. Participants consumed a double strength cranberry juice drink, at 54 per cent juice content with double the amount of anthocyanins than usual. This level of anthocyanins (94mg per day) exceeds the average current anthocyanin US intake (12.5mg per day) .

The study was led by Dr Joseph A Vita, Professor of Medicine at Boston University School of Medicine. He commented: “Previous research has shown the potential role of cranberry in

cardiovascular disease. Our study found a significant effect of cranberry juice on central aortic stiffness, which is increasingly recognised as an important measure of vascular function with relevance to cardiovascular disease.”

Christina Khoo, senior manager of research sciences at Ocean Spray added: “Cranberry has been found to be beneficial for whole body health. Emerging research in cardiovascular disease supports earlier studies that illustrate the importance of polyphenols in heart health. We look forward to future research to investigate the precise mechanisms involved in this process.”

Ocean Spray ITG provides a range of cranberry ingredients for nutraceutical, beverage, dairy, bakery, snacking and confectionery applications. Ocean Spray cranberry concentrate is available through an online trading event. Events take place quarterly and allow buyers to secure concentrate on a level playing field with supply certainty and transparent pricing.

**ENDS**

#### **Editor's note**

#### **About Ocean Spray**

Ocean Spray is an agricultural cooperative owned by more than 600 cranberry growers as well as more than 50 grapefruit growers. Ocean Spray is North America's leading producer of canned and bottled juices and juice drinks, and has been the best-selling brand name in the canned and bottled juice category since 1981. Ocean Spray posted fiscal 2010 sales of \$2.0 billion. Ocean Spray's Ingredient Technology Group (ITG) sells cranberry concentrate worldwide, and offers an extensive portfolio of other fruit ingredients including sweetened dried cranberries, BerryFusions® Fruits, cranberry powders and purée – with total annual sales of approximately \$143 million.

For further information on how cranberries can be used in your products, please contact:

Tom Jones, Tel: (508) 946 7606 Fax: (508) 946 4594

Email: [tjones@oceanspray.com](mailto:tjones@oceanspray.com) or visit: [www.oceansprayitg.com](http://www.oceansprayitg.com)

For press information, please contact: Kayley Dempsey / Kat Kalinina, Barrett Dixon Bell, Craig Court,  
25 Hale Road, Altrincham, Cheshire, WA14 2EY, UK.

Tel: +44 161 925 4700 E-mail [kayley@bdb.co.uk](mailto:kayley@bdb.co.uk) / [kat@bdb.co.uk](mailto:kat@bdb.co.uk)