

PART 1

THE GRAPE

The Fruit of the Gods

Myth, symbol and ancient cultivation.



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NATURAL HYDRATION RESEARCH SERIES



DIONYSUS & BACCHUS

In Greek and Roman mythology, Dionysus - Bacchus to the Romans - was associated with wine, fertility, theatre and celebration. The grape became a symbol of abundance, transformation and seasonal renewal.



OLDER THAN MYTH

Wild grapes grew across parts of Europe and Western Asia long before organised agriculture. Archaeological evidence places grape cultivation thousands of years ago, including in ancient Egypt.



FROM FOOD TO RITUAL

Grapes were eaten fresh, dried as raisins, pressed into juice and fermented into wine. Across ancient societies, the fruit connected nourishment, trade, ceremony and culture.



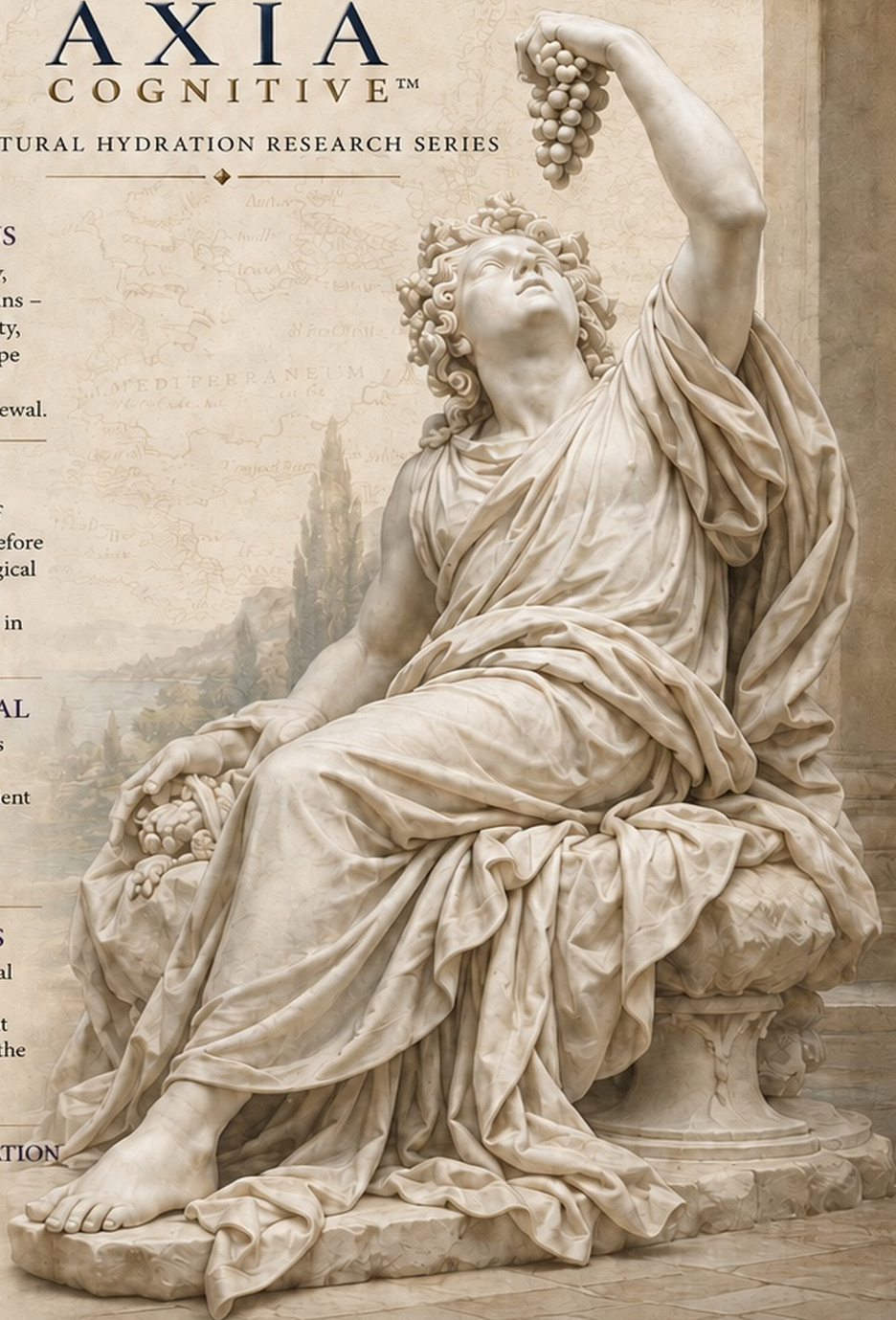
THE SYMBOL ENDURES

Grapes appear throughout classical sculpture, mosaics and painting. Their image has come to represent harvest, pleasure, generosity and the enduring relationship between nature and civilisation.



FRUIT BEFORE FERMENTATION

Before wine, there is the grape: water, natural sugars, fibre and plant compounds held within a small fruit. Its original form remains the beginning of the story.



THE FRUIT OF THE GODS

"The juice of the grape is the liquid quintessence of concentrated sunbeams."

- Thomas Love Peacock, Melincourt (1817)

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PART 2

NATURAL HYDRATION RESEARCH SERIES

CYPRUS

THE GRAPE

EGYPT

LEVANT

*Colour Beneath the Skin**Pigment, genetics and the chemistry of ripening.*

WHERE COLOUR LIVES

In most coloured grape varieties, anthocyanin pigments accumulate primarily in the berry skin as the fruit ripens. The flesh usually remains pale, although a small group known as teinturier grapes also develops coloured pulp.



FROM RED TO PURPLE

Different anthocyanins — and their relative concentrations — help create shades ranging from pink and red to deep purple-black. Variety, ripeness, sunlight and growing conditions can all influence the final colour.



WHY GREEN GRAPES STAY GREEN

Green or 'white' grapes do not build the same visible anthocyanin colour in their skins. Genetic differences in pigment regulation are central to this distinction, although green grapes still contain flavonols and other plant compounds.



COLOUR IS NOT A SCORE

Darker skin generally signals the presence of anthocyanins, but colour alone cannot rank the overall nutritional value of a grape. Variety, growing conditions, ripeness, storage and portion all matter.



THE MOMENT OF CHANGE

Véraison marks the beginning of ripening: berries soften, sugars rise and coloured varieties begin accumulating visible pigment in the skin.

“ Colour tells us something —
never everything. ”

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PART 3

NATURAL HYDRATION RESEARCH SERIES

CYPRUS

THE GRAPE

EGYPT

LEVANT

Whole Fruit, Juice & Balance

The same fruit — experienced in a different form.

WHOLE GRAPES

Whole grapes retain their skins, water and natural fruit structure. They provide fibre — although grapes are not especially high in it — and require chewing, which naturally slows the eating experience.



WHAT JUICING CHANGES

Pressing grapes separates much of the liquid from the skins and pulp. The juice can retain flavour and some micronutrients and plant compounds, but usually contains far less fibre than the intact fruit.



SUGARS IN CONTEXT

Grapes naturally contain glucose and fructose. In whole fruit, these sugars remain within the fruit's cellular structure. When fruit is juiced or blended, UK guidance classifies the released sugars as free sugars.



THE 150 ML GUIDE

Unsweetened 100% fruit juice can count as one portion of your 5 A Day, but UK guidance recommends limiting fruit juice and smoothies to a combined total of 150 ml per day, preferably with a meal.



HYDRATION & BALANCE

Grape juice contributes fluid, but water remains the everyday foundation of hydration. Juice is best understood as a food-derived drink — not a replacement for water and not an electrolyte solution.

*Whole first. Juice considered."*

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WEEKEND RESEARCH SPECIAL

BLACK & PURPLE GRAPES

COLOUR BENEATH THE SKIN

Deep colour can reveal part of a grape's chemistry—but never the whole nutritional story.



WHY ARE THEY SO DARK?

During ripening, coloured grape varieties accumulate anthocyanins: plant pigments responsible for shades ranging from red and violet to almost black. In most table grapes, these pigments are concentrated mainly in the skin, while the flesh remains pale.



ANTHOCYANINS & POLYPHENOLS

Anthocyanins belong to the wider polyphenol family. Black and purple grapes may contain higher concentrations of these compounds than green varieties, but the amount and profile differ considerably between cultivars. Growing conditions, sunlight, temperature, ripeness and storage can all influence the final composition.



WHAT COLOUR CAN—AND CANNOT—TELL US

A darker skin often indicates greater anthocyanin pigmentation. It does not automatically mean that every black grape is nutritionally superior to every red or green grape. Other grapes still provide different flavonoids, phenolic acids and nutrients that colour alone cannot measure.



NUTRITION IN CONTEXT

Across colours, grapes remain broadly similar in their main nutritional structure: they are rich in water, contain natural glucose and fructose, and provide modest amounts of fibre and micronutrients. The most meaningful difference lies in the profile of their plant compounds—not a dramatic change in calories or sugar.



THE SKIN MATTERS

Because many polyphenols sit in or near the skin, eating grapes whole preserves more of the fruit's natural structure than drinking strained juice. Whole grapes also require chewing and retain fibre, helping distinguish them from their juiced form.



THE PRACTICAL VIEW

Choose black and purple grapes for variety, flavour and their distinctive anthocyanin profile—not as a medical model. Enjoying a mixture of grape colours offers a broader range of plant compounds while keeping the emphasis where it belongs: whole fruit, sensible portions and dietary variety.

Darker colour tells us something—but never everything.



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