Recapturing the beneficial properties of wine grape skins and seeds to produce an organic preservative

Summer Broeckx-Smith & Jessica Sexton | Faculty Advisors: Emily Cotter, Dr. Bruce Kendall, Dr. David Tilman
Bren School of Environmental Science & Management, University of California, Santa Barbara | External Advisors: Apeel Sciences, California Juice Co.

**problem [customer]**
Sythetic chemical additives are found in just about everything that we eat. Many have been linked to a number of serious health risks. Is there a natural alternative out there?

**environment**
Wine grape pomace is an artificial chemicals or physical preservation processes that damage the nutrients in juice. Is there a better option?

**solution [an organic, healthy preservative]**

**Wine grape pomace antioxidants have anti-microbial and preservative properties...**

Dried and powdered pomace can extend the shelf life of foods like yogurt, salad dressing, fish, chicken, pork, and beef, and DOUBLES the shelf life of cold-pressed juice!

...and have documented health benefits!

In clinical studies, wine grape pomace has been shown to suppress chronic inflammation and to lower blood pressure, blood sugar, and cholesterol. In animal studies, pomace has even been shown to prevent metabolic syndrome and the onset of type 2 diabetes! These health benefits come from the antioxidants (mostly flavonoids) in pomace, which prevent free radical damage to cells.

Fruit Forward will recapture the lost benefits of wine grape pomace, turning it from winery waste into a healthful food supplement and shelf life extender. This can simultaneously solve customer and environmental problems, while potentially displacing synthetic antioxidant preservatives.

**opportunity [market]**

Fruit Forward's target market can be divided into two segments that would value different aspects of our product:
- Businesspeople (58% of target market)
- Juice Enthusiasts (42% of target market)

*Original survey data (n=20)

**value proposition**

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**acknowledgements**

**References**

bestfruitforward@gmail.com | bestfruitforward.com