

Do you want more antioxidants in your diet?

Want more antioxidants in your diet? Maybe a little more Resveratrol? Enterprising International Certified Chef de Cuisine Mark Walpole has come up with a tasty way to do so.

Mr. Walpole, a chef for over 30 years, grew up and has worked in the Niagara region of Ontario, Canada, the nation's best wine-producing region. Seeing that the spent grapes used by the local wineries were going to waste, as well as costing large sums of money to dispose of, he decided to put his culinary skills to good use. A few years later, the result is Vinifera For Life flour, a red wine coloured powder that has numerous industries clamoring for samples of the delectable and tasty ingredient. The flour comes in three tasty flavours – Cabernet, Chardonnay and Ice Wine, a sweet wine native to Canada. As this article will briefly demonstrate,

the benefits of Vinifera are not limited to its enticing taste: Vinifera is extremely healthy and its medical uses are not yet realized.

The health benefits

Mr. Walpole uses a patented process to take the varietal grapes of the Canadian wine industry, and produces a powder that offers many of the same health benefits that grapes do, but without

the acidic aftertaste.

Vinifera For Life contains a high amount of fibre which promotes a healthy digestive system. As well, Vinifera powder contains antioxidants which kill free-radicals in the human body, the

generally have a fatty diet.

Harvard Medical School released a study of the medical benefits of Grape Seed Extract. In this study, they claimed that "the consumption of grape seed and grape skin in combination, such as in red wine, grape juice or a commercially available combination product, may be more beneficial than grape seed alone." (p.1)

This interesting study also refers to other studies conducted by the medical industry that "also suggest that the consumption of grape seed may decrease post-surgery swelling or after an injury". (p.2)

Grape products such as a grape seed, grape oil and of course, Vinifera Flour, have the potential to slow down Retinopathy (damage to the retina caused by diabetes or high blood pressure).

Another recent study by Italian Scientists also claims that grapes contain Melatonin, which helps us regulate our sleep patterns. This may explain why drinking a few glasses of



same free-radicals that can be responsible for cancer and numerous other unwanted conditions such as vision problems associated with diabetes.

Vinifera For Life, like grape skins themselves, also promotes cardiovascular health, thanks in part, to resveratrol, a chemical that prevents the clogging of arteries, lower blood pressure and improved blood cholesterol levels. It is said to be responsible for the "French Paradox", the low incidence of heart disease among the French, who

wine makes us drowsy.

The benefits of the flour are not limited to food based products. Gourmet pasta makers and bakers were the first to see the potential in a flour that is innovative, tasty and healthy, but these are not the only industries to be interested in the powder. There is no limit to the potential use of the powder. As well as pasta makers and bakers, chocolatiers are experimenting as are cosmeticians, who are interested in the high



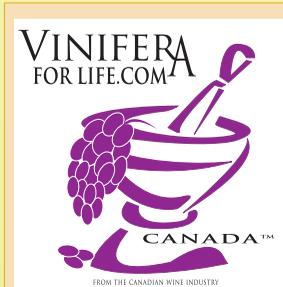
amount of antioxidants.

While studies clearly state that more research is needed to fully understand the potential of grape based products, the consumption of Vinifera Flour instead of "regular" flour based food staples such as bread, can only be beneficial. However, the use of Vinifera flour should not be limited to food products. From a medical point of view, Vinifera



flour has the ability to romanticize and entice people through its great taste and provide the public with much needed fibre, antioxidants, omega 3 and 6 just to name a few.

Currently, Vinifera wine flour is taking off not only in its homeland of Canada, but also in International markets. PMA International, a Toronto based importing and exporting company that holds the distribution rights to the flour is calling on all industries to experiment with this ground-breaking innovation. For more information about Vinifera and the benefits that it possesses please visit www.pmainternational.com.



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