



ABCCORK PRESENTS WINE & A HEALTHY LIFESTYLE

Over 30 studies in the past 20 years have all reached the same conclusion: Moderate consumption of one or two glasses of wine a day is associated with a significantly diminished risk of heart attack.

Wine and a Healthy Lifestyle

Ancient times and modern day research provide cumulative wisdom. Wines dates back through many ancient civilizations. It has been used as a medicine...a purifier...a drink to strengthen courage and stamina, a beverage to enhance foods and is now included as part of a healthy diet.

Scientific Study Confirms Benefits

A study of 12,000 men and women, conducted by senior cardiologist and world-renowned researcher, Dr. Arthur Klatsky at Kaiser Permanent Medical Centre in the United States, indicates that moderate wine drinkers have less risk of Coronary Heart Disease.

Wine and a Healthy Diet

The healthy Mediterranean diet pyramid includes wine as part of a healthy diet. Cross-cultural studies have reported significantly lower risk of Heart Disease in France and other Mediterranean wine drinking regions. In 1993, the World Health Organization and the Collaborating Centre for nutrition at Harvard Medical School of public health helped develop a Mediterranean dietary pyramid, which includes wine in moderation as part of a recommended healthy diet.

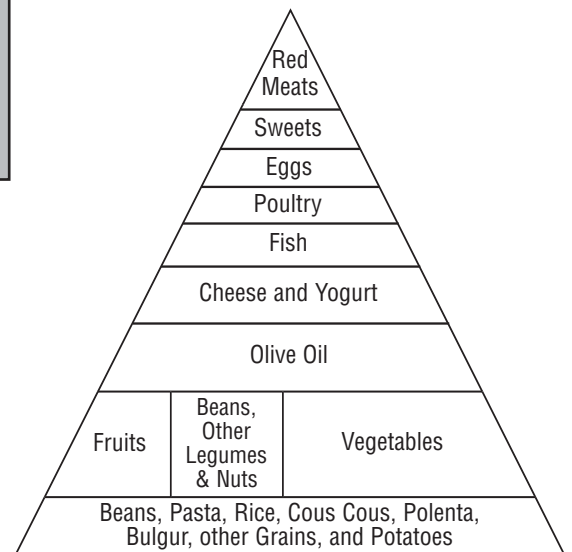
Wine and a Healthy Heart

"If every adult North American drank 2 glasses of wine a day... Heart Disease...would be cut by 40% and \$40 billion could be saved annually."

Dr.M.R Lipp & Dr.D.Whitten, Harper Collins West New York, 1994

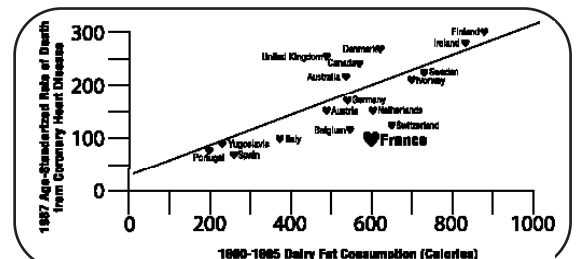
The French Paradox

"The French Paradox could be defined as a high level of risk from high levels of cholesterol, fat and hypertension, yet a much lower death rate, one of the lowest in the world, from heart disease. This is due...to wine drinking in France." Serge Renaud, MD., Director of the French National Institute of Health and Medical Research.



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Shown above, wine in moderation - of between one to two glasses a day - is part of a recommended healthy diet.
(1 glass = 5 oz serving of wine containing 12% alc./vol.)



Lower death rates from heart disease occur in countries like France where wine is traditional part of everyday life.
Renaud & De Longerial, Lancet, 1992:339;1523



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Naturally Occurring Compounds Found Only in Wine Benefit Health

Research over 600,000 people worldwide has confirmed the beneficial effects of wine, especially red wine. According to Professor David M. Goldberg, M.D., PH.D. FRCP, Department of Clinical Biochemistry, University of Toronto, wine has an ingredient that no other alcoholic beverage has, Resveratrol.

"Resveratrol and members of that family have a very powerful biological effect which can potentially prevent or minimize the risk of Atherosclerosis and Heart Disease. Apart from rather small amounts in peanuts, red wine is virtually the only source of these compounds in the normal human diet."

Canadian wines contain greater concentrations of Resveratrol than most other wines in the world.

Health Benefits of Moderate Wine Consumption

- * Increases amount of good cholesterol (HDL)
- * Significantly reduces rates of Blood Clotting/Coagulation
- * Prevents oxidation of bad cholesterol (LDL)
- * Reduces inflammation from Arthritis and Rheumatism
- * Dilates blood vessels
- * Reduces stress

Following a 12 year study in Denmark of 13,785 men and women aged 30-70; scientists concluded that a low to moderate intake of wine is associated with lower mortality from cardiovascular disease and cerebrovascular disease and other causes.

Gronback M et Al, British Medical Journal.,
1995; 310; 1165-116

Your health can benefit from the moderate consumption of wine as part of an overall healthy lifestyle, just as it could suffer from its abuse. There is a measure to all things, as the early Romans used to say. Make your measure moderation. It tastes great.

**For more information contact:
The Canadian Wine Institute,**



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