The New World of Welch's
Dear Homemaker:

Welch Foods is dedicating this publication to the 200th anniversary of the United States of America. For over half of this Bicentennial period, Welch’s has been part of the history of our nation.

In 1869, Dr. Thomas Bramwell Welch discovered that the pasteurization process could be applied to the processing of grapes. Hence, he discovered grape juice and a new national industry was born—the fruit juice industry.

In the years to follow, Welch’s grew along with America. During the rise of the Prohibition Movement, Welch’s Grape Juice became a part of the national political scene and was associated with such slogans as “Grape Juice Diplomacy” and “The Grape Juice Navy.” Welch’s Grape Juice became known as “The National Drink.”

Since the turn of the century, Welch’s has set up booths to sell grape juice at fairs and theme parks across the land. (Please see “inside back cover.”)

In recent years, we have expanded our line of products to include white grape and red grape items. Today, Welch’s Red, White and Purple juices, drinks, and spreads are sold throughout the United States and the world. Wherever they are sold, the name Welch’s continues to mean the finest in quality, taste, and purity.

I am pleased to present you with a copy of “The New World of Welch’s.” I am certain that this unique cookbook will offer an exciting variety of delicious red, white, and purple grape recipes for you and your family.

Sincerely,
Office of the President
Welch Foods Inc.
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Welch's Red, White, and Purple Products

Image of Welch's Red, White, and Purple Products including grape drinks and grape jellies.
BARBECUED SPARERIBS,
RED GRAPE JUICE GLAZE
(Pictured below)

4-5 lbs. spareribs (2 racks)
1 tablespoon salt
1/2 teaspoon freshly ground black pepper
1 cup Welch's Red Grape Juice
1 can (6 oz.) frozen concentrated lemonade, thawed and undiluted
1/4 teaspoon cardamom
1/4 teaspoon curry powder

Sprinkle salt and pepper over spareribs. Combine red grape juice, concentrated lemonade, cardamom and curry powder in a bowl and stir until well blended. Barbecue spareribs slowly, turning frequently and basting with sauce. Yield: 1 and 3/4 cups, enough for 4-5 lbs. spareribs or 6-7 servings.

Kabobs, which may serve as the vegetable course as well as a garnish, might be comprised of large whole mushrooms, chunks of fresh tomatoes and slices of zucchini. String on 12 to 24 inch metal skewers, sprinkle with salt and pepper, and grill, brushing frequently with Red Grape Juice Glaze.

SUNSHINE FRUIT JUICE PUNCH
(Pictured below)

1 can (46 oz.) Welchade Red Grape Drink, chilled
1 bottle (40 oz.) Welch's Sunshake Breakfast Orange
1 large bottle (28-32 oz.) club soda, chilled
2 lemons, thinly sliced

In large container pour the grape drink and breakfast orange. Blend in club soda. Serve over ice in tall glasses with a thin slice of lemon in each. Yield: 19 6 oz. servings.
CLASSIC RED GRAPE JUICE MOLD
(Pictured below)

2 tablespoons unflavored gelatin
1/4 cup lemon juice
3 cups Welch's Red Grape Juice
1/2 cup fine granulated sugar
1 tablespoon lemon rind

In a small bowl, sprinkle gelatin over lemon juice to soften. In an enamel saucepan, combine red grape juice, sugar and lemon rind. Simmer the mixture 3 to 4 minutes. Add the softened gelatin, stirring until it is dissolved. Strain the jelly through cheesecloth into a bowl and let it cool. Pour into 1-quart decorative mold and chill until set. Serve with lightly whipped cream, if desired, sweetened or unsweetened as preferred. Yield: 6 servings.

To garnish with fresh grapes, wash fruit thoroughly; dry well; brush with lemon juice or egg white and roll in sugar. Dry.

JELLIED PASTRIES

Place crescent roll mixture on a floured board and roll with rolling pin until fairly thin. Using a pastry wheel, cut around all four sides of pastry dough; then cut with pastry wheel into 1-1/2 inch squares. Put 1/2 teaspoon Welch's Red Grape Jelly in centers of half of the squares. Place remaining squares on top and seal edges with a small fork. Prick top with fork. Brush pastries with slightly beaten egg and place on ungreased cookie sheet. Bake at 450 degrees F. for 10 minutes or until golden brown. Makes about 25-30 small pastries.

RED GRAPE DRINK PARTY PIE

1 9-inch crumb crust
2 packages (3 oz. each) strawberry-flavored gelatin
1/4 cup sugar
1 1/2 cups boiling water
12 oz. (1 1/2 cups) Welchade Red Grape Drink
1 package (2 oz.) dessert topping mix

Have crumb crust ready. Mix gelatin and sugar; add boiling water; stir to dissolve. Add Red Grape Drink. Chill until mixture mounds when spooned. Prepare topping mix according to package directions. Stir about 1 cup thickened gelatin into topping. Fold in remaining gelatin mixture. Chill mixture until it mounds slightly when spooned. Pour into pastry shell. Chill until set. Garnish with lightly sweetened whipped cream, either spooning over top, or making a design by putting the whipped cream through a decorating cone.

BANANA VELVET

Combine in electric blender container:
2 jiggers (3 oz.) white rum
3/4 cup (6 oz.) Welch's Red Grape Juice, chilled
1 medium, ripe banana
1 tablespoon sugar
1 egg white
4-6 ice cubes

Whirl at high speed until smooth and ice melts. Pour into two cocktail or old-fashioned glasses.
RED GRAPE JUICE
HOLIDAY PUNCH
(Pictured at left)
2 bottles (24 fl. oz. each) Welch's Red Grape Juice
1 fifth (4/5 qt.) white rum
1 quart plus 1 pint soda water
Ice cubes
Chill all liquids. When ready to serve, pour red grape juice into chilled punch bowl. Add white rum and soda water. Add ice cubes made by freezing red grape juice in ice trays. Yield: about 30 4-oz. servings.
For a festive note, float holly sprays or well-drained green maraschino cherries atop ice cubes.

MINIATURE GRAPE FRUITCAKES
(Pictured at left)
1 package (1 lb., 1 oz.) pound cake mix
2 eggs
½ cup Welch's Red Grape Jelly
¾ cup milk
1 package (1 lb.) mixed candied fruits
1 can (8 oz.) walnuts, chopped coarsely
Additional red grape jelly, pecan halves
In a large bowl, mix pound cake mix, eggs, jelly and ½ cup of the milk. Beat until smooth and well blended. Beat in remaining milk. Fold in fruits and walnuts. Grease 26 foil cups, two inches in diameter and 1½ inches deep. Fill cups two-thirds full. Bake in preheated moderate oven 350 degrees F., 30-35 minutes, or until cakes feel firm in the center. Cool. When ready to serve, brush tops of cakes with jelly and top each cake with a pecan half. Yield: 26 miniature fruitcakes.

RED FEATHER
1 oz. gin
2 oz. Welch's Red Grape Juice
1 oz. fresh lemon juice
Dash grenadine
1 egg white
RED GRAPE DESSERT FONDUES
(Pictured above)

2 cups Welch's Red Grape Juice
5 tablespoons cornstarch
1 cup Welch's Red Grape Jelly
2 tablespoons brandy (optional)

In a saucepan, gradually stir some of the red grape juice into the cornstarch until smooth. Add remaining red grape juice and jelly. Cook and stir, over medium heat, until fondue mixture comes to a boil and thickens. Continue to stir and cook gently for 1 to 2 minutes. Stir in brandy. Transfer to fondue pot and keep warm, over canned heat, candle warmer, or hot water, while serving. Yield: 2 1/2 cups fondue.

For dipping, use fresh or drained canned fruits (bananas, orange and grapefruit sections, cherries, peaches, strawberries, pears) and poundcake or angel蛋糕 cubes.

Variation: Apple-Grape Dessert Fondue; use apple or apple-grape jelly and an orange-flavored liqueur such as Cointreau or Triple Sec.

BOBBING APPLE CUP

1 can (46 oz.) Welchade Red Grape Drink
2 cups Welch's Cranberry Juice Cocktail
2 cups apple juice
2-3 apples, unpeeled, cored, sliced (12-15 slices)
Whole cloves
2 pieces cinnamon stick

In large heavy kettle or sauce pot, combine juices. Stud each apple slice with one or two cloves and float on top of juices. Drop in cinnamon sticks. Heat just to boiling. Ladle into cups with an apple slice in each serving. Makes 9 1/2 cups, 12 to 15 servings.

Variation: add 1 tablespoon (1/2 oz.) white rum to each 5 oz. serving.

COLONIAL GRAPE COCKTAIL

1 bottle (24 oz.) Welch's Red Grape Juice, chilled
2 cups water
1 cup orange juice
2 cups apple cider

Blend all ingredients in tall pitcher. Serve over ice. Makes 2 quarts, about 10 6 oz. servings or 16 4 oz. servings as an appetizer beverage.

GOLD RUSH '75 PUNCH

1 can (6 oz.) frozen concentrated orange juice
1 can (46 oz.) Welchade Red Grape Drink, chilled
1/4 cup light corn syrup
1 bottle (32 oz.) lemon-lime soda, chilled

Reconstitute orange juice with 3 cans cold water as directed on can. Pour into 2 ice cube trays and freeze. In chilled punch bowl, stir corn syrup into grape drink until blended. Stir in soda. Add orange juice ice cubes and allow to stand at least five minutes so that cubes melt partially. Serve at least two cubes in each glass. Makes 10 cups beverage, about 13 tall servings with ice.

Recipe may be doubled.
HOLIDAY PUNCH
2 cans (46-oz. each) Welchade Red Grape Drink
3 quarts raspberry sherbet
Chill red grape drink. Pour into punch-bowl. Float scoops of sherbet; ladle one scoop into each punch cup with red grape drink. Yield: 15 to 20 servings.

ELEGANT BRAISED CHICKEN
½ lb. salt pork
6 tablespoons butter, divided
2 broiler fryers (3 lbs. ea.) cut up
Salt and pepper
¼ cup minced green onions
½ lb. mushrooms, quartered
1 clove garlic, minced
2 cups Welch’s Red Grape Juice
¼ tsp. thyme
1 bay leaf
2 cans (10½ oz. each) condensed chicken broth
1 can (8 oz.) tomato sauce
1 can (1 lb.) small onions, drained
2 tablespoons flour
2 tablespoons chopped parsley
Dice pork; cover with boiling water and let stand 5 minutes. Drain and pat dry. Place in deep heavy kettle or Dutch oven and fry until golden; remove and reserve. Add 2 tablespoons of the butter to the fat in the kettle. Stir-fry green onions, mushrooms and garlic in fat remaining in kettle for about 5 minutes. Drain off all fat. Return chicken and pork pieces to kettle. Sprinkle chicken with salt and pepper and brown, a few pieces at a time, on all sides. Stir-fry green onions, mushrooms and garlic in fat remaining in kettle for about 5 minutes. Drain off all fat. Return chicken and pork pieces to kettle. Add grape juice, thyme and bay leaf. Bring to a boil and simmer, uncovered, 15 minutes. Add chicken broth and tomato sauce. Cover and cook gently 20 to 30 minutes or until chicken pieces are fork tender. While chicken cooks, saute onions in 2 tablespoons of the butter until lightly browned. Arrange chicken, pork, mushrooms and whole onions in serving dish and keep warm. Bring sauce to boiling. Melt the last 2 tablespoons butter (in pan used to brown onions) and blend in the flour. Stir this mixture into the boiling sauce and cook for 1 minute. Strain over chicken. Sprinkle with parsley. Makes 8 servings.

RED RUSSIAN
1 oz. creme de cacao
2 oz. vodka
2 oz. Welch’s Red Grape Juice
Combine ingredients. Shake with cracked ice. Pour into chilled glasses or over cracked ice. Yield: 1 serving.

ELEGANT BRAISED CHICKEN
½ lb. salt pork
6 tablespoons butter, divided
2 broiler fryers (3 lbs. ea.) cut up
Salt and pepper
¼ cup minced green onions
½ lb. mushrooms, quartered
1 clove garlic, minced
2 cups Welch’s Red Grape Juice
¼ tsp. thyme
1 bay leaf
2 cans (10½ oz. each) condensed chicken broth
1 can (8 oz.) tomato sauce
1 can (1 lb.) small onions, drained
2 tablespoons flour
2 tablespoons chopped parsley
Dice pork; cover with boiling water and let stand 5 minutes. Drain and pat dry. Place in deep heavy kettle or Dutch oven and fry until golden; remove and reserve. Add 2 tablespoons of the butter to the fat in the kettle. Stir-fry green onions, mushrooms and garlic in fat remaining in kettle for about 5 minutes. Drain off all fat. Return chicken and pork pieces to kettle. Add grape juice, thyme and bay leaf. Bring to a boil and simmer, uncovered, 15 minutes. Add chicken broth and tomato sauce. Cover and cook gently 20 to 30 minutes or until chicken pieces are fork tender. While chicken cooks, saute onions in 2 tablespoons of the butter until lightly browned. Arrange chicken, pork, mushrooms and whole onions in serving dish and keep warm. Bring sauce to boiling. Melt the last 2 tablespoons butter (in pan used to brown onions) and blend in the flour. Stir this mixture into the boiling sauce and cook for 1 minute. Strain over chicken. Sprinkle with parsley. Makes 8 servings.

RED RUSSIAN
1 oz. creme de cacao
2 oz. vodka
2 oz. Welch’s Red Grape Juice
Combine ingredients. Shake with cracked ice. Pour into chilled glasses or over cracked ice. Yield: 1 serving.

RED GRAPE DRINK, JELLY, COMPANION WAFFLES, SANDWICHES
(Pictured below)
Three American favorite sandwiches are shown with Welchade Red Grape Drink poured over ice cubes. At top: Warm scrambled eggs are piled on toasted English muffins, then topped with crossed strips of broiled bacon, and a heaping teaspoonful of Red Grape Jelly. Center: Between warmed split seeded rolls are piled slices of boiled ham, folded over. Melted Red Grape Jelly is poured over the ham. Bottom: Frozen waffles are toasted, and spread liberally with peanut butter and Red Grape Jelly, for a breakfast, luncheon or supper treat.
WHITE GRAPE CHIFFON PIE
(Pictured below)

3 egg yolks, slightly beaten
1 1/2 cups Welchade White Grape Drink
1/2 cup sugar
1 package (3 oz.) lemon flavored gelatin
2 tablespoons lemon juice
1 teaspoon grated lemon rind
3 egg whites
Dash of salt
1 cup seedless green grapes
9-inch baked pie crust

In a saucepan, mix egg yolks, 1 cup of white grape drink and 1/2 cup of the sugar. Cook over low heat, stirring constantly, just to a boil. Remove from heat, add gelatin and stir until dissolved. Add remainder of white grape drink, lemon juice and rind. Chill until slightly thickened. Beat egg whites and salt until foamy. Add remaining 1/4 cup sugar, a little at a time, beating after each addition, until blended. Continue beating until mixture stands in stiff peaks. Fold into gelatin mixture with seedless green grapes and pour into pastry shell. Chill several hours. Yield: 6 servings.

WHITE RUSSIAN

1 oz. creme de cacao
2 oz. vodka
2 oz. Welch's White Grape Juice

Combine ingredients. Shake with cracked ice. Pour into chilled glasses or over cracked ice. Yield: 1 serving.
WHITE GRAPE JUICE-PINK SHRIMP MOLD
(Pictured above)

2 envelopes unflavored gelatin
1 bottle (24 oz.) Welch's White Grape Juice
½ cup white vinegar
1½ lbs. shrimp, cooked, shelled and deveined
3 large cucumbers
1 small onion, minced
1 cup minced celery
Lettuce leaves or chicory pieces

In a saucepan, mix gelatin and 1 cup of the white grape juice. Stir over low heat until gelatin is dissolved. Stir in remaining white grape juice and vinegar. Chill until mixture is syrupy.

Spoon a layer of the gelatin about ¼-inch deep into loaf pan 10½ x 4½ x 3-inches. Chill until firm. Place some of the shrimp in a row down the length of the pan. Spoon over enough gelatin to cover shrimp. Chill until firm.

Cut 1 cucumber into thin slices and dip into gelatin. Place along the sides of the loaf pan and chill until firm. Dice remaining shrimp, reserving 6 as a garnish. Peel and dice remaining cucumbers. Fold diced shrimp, cucumbers, onion and celery into remaining white grape gelatin. Pour into loaf pan. Chill until firm.

When ready to serve, dip mold into lukewarm water for a few seconds, tap to loosen and invert on platter. Garnish with bite-size pieces of lettuce or chicory and with reserved shrimp. If desired, also garnish with thinly sliced cucumber. Chill until ready to serve. Serve with mayonnaise mixed half and half with sour cream or with any favorite creamy dressing. Yield: 6 servings.

WHITE FEATHER

1 oz. gin
2 oz. Welch's White Grape Juice
1 oz. fresh lemon juice
Dash grenadine
1 egg white

GRAPE CASCADE ADDS DRAMA TO CAKE MIX WEDDING CAKE

(Pictured at left)

5 packages (18 1/2 oz. each) yellow cake mix
Grated rind of 5 oranges
2 tablespoons nutmeg
10 eggs
6 1/2 cups of water
2 1/2 cups Welch’s White Grape Jelly
5 cans (16 1/2 oz. each) vanilla frosting
Small clusters red, green and purple grapes
1 egg white, slightly beaten
Granulated sugar
Wedding ornament

Pour cake mix into a large dishpan. Add grated rind, nutmeg, eggs and water. Beat with electric hand mixer until well blended and smooth.

Pour batter into greased and floured layer cake pans, two 11-inch pans, two 9-inch pans, two 7-inch pans. Fill pans about half full. Bake 11-inch pans about 40-45 minutes, 9-inch pans about 30-35 minutes, and 7-inch pans about 30 minutes. Turn layers out on rack and cool.

Place 11-inch layer on large serving platter. Trim top to make it flat. Spread some of the jelly and top with second layer. Trim layer to make it flat. Spread jelly in a 9-inch round on top of cake and add a 9-inch layer. Repeat, ending with a plain 7-inch layer.

Frost the top and sides of the cake with some of the frosting. Fill a pastry bag, with a star tip, with the remaining frosting and decorate cake with rosettes and scallops.

Wash grape clusters well, dry. Dip grapes into beaten egg white. Roll in granulated sugar. Dry at room temperature. Place grapes in attractive arrangement, cascading down the front of the cake, using wooden skewers to hold bunches in place. Top cake with wedding ornament. Serves 40-45.

Serve White Grape Juice in chilled champagne glasses. To vary, add a twist of fresh lemon peel or one or two chilled fresh strawberries with stems or a sprig of fresh mint. If desired, the white grape juice may be served as a “Mist” by being poured over crushed ice in small brandy snifters.

White Lace Sherbet

(Pictured above)

1 envelope unflavored gelatin
1/4 cup cold water
1 1/2 cups sugar
1 bottle (24 oz.) Welch’s White Grape Juice
2 cups well-drained crushed pineapple
2 egg whites, stiffly beaten

Mix gelatin and cold water. In a saucepan, mix sugar and white grape juice. Stir over medium heat until sugar is dissolved. Stir in gelatin and keep stirring until gelatin is dissolved. Chill until syrupy. Fold in pineapple. Pour mixture into 2-quart freezer container and freeze until half frozen. Scrape into a bowl and beat until fluffy. Beat egg whites until stiff. Fold egg whites into grape and pineapple mixture. Replace in freezer, cover and freeze until hard. Spoon into sherbet glasses and serve at once garnished, if desired, with a small bunch of frosted seedless green grapes. Yield: 12 servings.
WHITE GRAPE AND CANTALOupe MOLD
(Pictured above)

5 envelopes unflavored gelatin
3 bottles (24 oz. each) Welch's White Grape Juice
8 small peeled wedges of cantaloupe
1½ cups diced peeled cantaloupe
2 cups stemmed seedless green grapes
Lettuce leaves

Stir gelatin in 2 cups of the white grape juice in a saucepan. Stir over low heat until gelatin dissolves. Stir in remaining white grape juice and lemon juice. Chill gelatin until it is syrupy. Spoon some of the gelatin into a bundt-type pan or a 3-quart ring mold, making a layer about 1-inch deep. Chill until almost set. Place cantaloupe wedges into sharp ridges in bundt-type pan, pressing the ends down into the set gelatin. Spoon in enough gelatin to make another ½-inch layer. Chill until almost set. Fold diced cantaloupe and grapes into remaining gelatin. Pour this over the layers in the pan. Chill until firm.

To unmold, dip mold into lukewarm water. Tap to loosen and invert onto a platter lined with lettuce leaves. Serve with honey and lime juice salad dressing.

Note: Additional white grapes and diced peeled cantaloupe may be used to fill the center of the mold. The mold may be served as a dessert and if so, garnish the platter with bunches of sugared green grapes and rosettes of whipped cream. Yield: 16 servings.

WHITE GRAPE JUICE APERITIF

2-inch strip of orange peel
3 oz. Welch's White Grape Juice, chilled
3 oz. Lillet, chilled
1 tablespoon apricot brandy

Combine all ingredients over ice in a large wine goblet. Yield: one serving.
STUFFED SMOKED PORK SHOULDER OR BOSTON BUTT
(Pictured below)
A boned Smoked Pork Shoulder or Boston Butt becomes something quite special when stuffed with a favorite bread stuffing, then roasted and glazed. Serve surrounded with fresh vegetables and with a refreshing White Grape Juice Sherbet (or Sorbet) that enlivens the palate and offers a great contrast to the meat.

GLAZE FOR SMOKED PORK
1/4 cup honey
1/4 teaspoon dry mustard
1 cup Welch's White Grape Jelly
Stir honey and mustard into white grape jelly, blending well.
About one-half hour before Smoked Pork Shoulder or Boston Butt is done, brush well with the glaze. Continue brushing frequently until meat is cooked through and ready to serve.
Yield: sufficient glaze for 3-4 lb. shoulder or Boston butt.

WHITE GRAPE JUICE SHERBET
(Pictured below)
2 cups sugar

2 1/2 cups water
Pealed rind of 1 lemon
1 cup lemon juice
1 1/4 cups of Welch's White Grape Juice
Fresh mint leaves for garnish
Combine sugar, water and lemon peel in saucepan. Stir over moderate heat until sugar dissolves. Boil 5 minutes. Place lemon juice and white grape juice in blender. At low speed, add the syrup in a steady stream. Blend until peel is fine. Turn into freezer trays and freeze firm, stirring occasionally. Serve in glass sherbet dishes and garnish with fresh mint leaves. Yield: 8 servings.

AMBER GRAPE COOLER
2 cups strong hot tea (made with 3 tea bags)
1/4 cup sugar
1 cup Welch's White Grape Juice
1 cup orange juice
Dissolve sugar in hot tea, then combine all ingredients and chill thoroughly. Pour over ice in tall glasses and garnish with orange slices or mint leaves. Yield: 1 quart, 4 to 6 servings.
**GOLDEN GRAPE CAKE**

(Pictured on cover)

1 package (18 1/2 oz.) yellow cake mix
Grated rind of 1 orange
2 cups (1 pint) heavy cream
1/2 cup Welch’s White Grape Jelly
1 teaspoon vanilla
1 can (11 oz.) mandarin oranges, drained

Prepare yellow cake mix according to package directions, stirring orange rind into batter. Pour batter into 2 greased and floured 8 inch layer cake pans. Bake as directed on package. Unmold layers and cool. Cut each layer into 2 thin layers. In a bowl whip cream and half of the jelly until thick. Beat in vanilla. Place 1 layer on a serving platter. Spread with 1/4 of the cream. Continue layering ending with cream. Place mandarin oranges on top of cake in a pretty design. Beat remaining jelly until smooth. Spoon jelly over oranges. Chill until ready to serve.

Makes 1 - 8 inch layer cake.

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**WHITE GRAPE JUICE JEWELS**

2 envelopes unflavored gelatin
3 cups Welch’s White Grape Juice
2 packages frozen raspberries
Whipped cream

Sprinkle gelatin over 1/2 cup white grape juice in saucepan; stir constantly over low heat until gelatin dissolves, about 3 minutes. Remove from heat. Stir in remaining white grape juice; pour into square cake pan or loaf pan. Chill in refrigerator until firm. When ready to serve, cut in cubes with sharp knife. Divide between serving dishes. Top with partially defrosted raspberries and whipped cream. Serve chilled. Yield: 6 servings.

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**WHITE GRAPE DE MENTHE**

6 oz. (1/4 cup) Welch’s White Grape Juice, chilled
1 jigger (1 1/2 oz.) green creme de menthe
2 oz. (1/4 cup) club soda, chilled
Fresh orange slice

Combine grape juice and creme de menthe in a tall glass. Add ice cubes and club soda. Garnish with orange slice. Makes 1 serving.

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**SWEET’N SOUR SKILLET FRANKFURTERS**

2 tablespoons butter
2 cups sliced celery
1 lb. frankfurters
1/4 cup sugar
1 tablespoon cornstarch
2 tablespoons cider vinegar
1 cup Welch’s White Grape Juice
1/2 teaspoon salt
1 teaspoon caraway seed
1 can (1 lb.) sauerkraut, rinsed and drained
1 can (1 lb.) whole baby carrots, drained

Heat butter in large skillet and stir-fry celery until tender crisp. Slice frankfurters diagonally and add to celery. Fry until lightly browned, stirring often. In small bowl, combine sugar and cornstarch. Stir in vinegar and grape juice. Add this mixture to the skillet along with salt and caraway seed. Cook and stir until thickened. Add sauerkraut and carrots; mix well. Heat through.

Makes 4-6 servings.
CROWN OF LAMB
(Pictured below)
Among the most handsome entrees for a special dinner is a roasted Crown of Lamb. Instead of a bread stuffing, fill the center of the roasted crown with cooked mixed peas and onions. Garnish the platter with Purple Grape Juice Spiced Prunes and clusters of fresh grapes. Purple Cossacks, well chilled, will stimulate the appetite.

PURPLE GRAPE JUICE SPICED PRUNES
2 cups dried prunes
2 cups Welch’s Purple Grape Juice
1 cup orange juice
1 teaspoon cinnamon
1 teaspoon ground cloves
3 slices fresh lemon, cut in quarters

In a saucepan, combine all ingredients. Cover and simmer until prunes are tender. Cool and refrigerate. Yield: 6 servings.

PURPLE COSSACK
(Pictured below)
1 oz. creme de cacao
2 oz. vodka
2 oz. Welch’s Purple Grape Juice

Combine ingredients. Shake with cracked ice. Pour into chilled glasses or over cracked ice. Yield: 1 serving.

PURPLE FEATHER
1 oz. gin
2 oz. Welch’s Purple Grape Juice
1 oz. fresh lemon juice
Dash grenadine
1 egg white

FRUITED SAUCE FOR DESSERTS

1 cup light corn syrup
1/2 cup canned crushed pineapple
1/4 teaspoon lemon rind
1/8 cup Welch's Purple Grape Preserves


GRAPE WALDORF SALAD

2 envelopes unflavored gelatin
1/2 cup cold water
1 10 oz. jar Welch's Purple Grape Preserves
2 tablespoons lemon juice
1 cup ginger ale
1/2 cup peeled, diced apples
1/4 cup chopped walnuts
1/4 cup chopped celery


PURPLE GRAPE PIE

COMBINES JUICE, PRESERVES

(Pictured below)

Pastry for two-crust 9-inch pie
1 jar (20 oz.) Welch's Purple Grape Preserves
1/4 cup Welch's Purple Grape Juice
2 tablespoons lemon juice
3 tablespoons tapioca
Butter

Prepare favorite recipe for two-crust 9-inch pie. Mix together grape preserves, purple grape juice, lemon juice and tapioca. Pour mixture into bottom pie crust and dot with butter. Cover with top crust. Pinch edges of pastry together. Cut out grape design on top crust, if desired, or slash crust in center. Bake at 425 degrees F. for 25-30 minutes. Serve warm or chilled, with or without whipped cream. Yield: 6-8 servings.

MAMMOTH PEANUT BUTTER AND JELLY SANDWICH

Use whole round loaf of French or Italian bread. Slice the bread horizontally so you will have three or four 'layers', depending upon the size of the loaf. Spread all but the top layer with peanut butter and Welch's Grape Jelly. Assemble as you would a layer cake. Cover generously with softened cream cheese, and sprinkle around the sides with chopped nuts. Chill for 30 minutes or so. To serve, slice in wedges.

SPORTSMAN'S TRANSFUSION

1 bottle (40 oz.) Welch's Purple Grape Juice, chilled
2 1/2 cups ginger ale, chilled

In a pitcher, mix grape juice and ginger ale thoroughly. Serve over ice. Add a twist of lemon, if desired. Yield: 5 servings.

PURPLE PEACOCK

1 1/2 oz. white rum
3/4 oz. Galliano
3/4 oz. Triple Sec
Welch's Purple Grape Juice

Pour liquors over ice cubes in an 8 oz. wine glass. Fill with purple grape juice (approximately 1/4 cup) and stir. Garnish with maraschino cherry and orange slice if desired. Yield: 1 drink
GRAPE JUICE DAIQUIRIS
(Pictured page 19)

½ cup Welch’s frozen concentrated Purple Grape Juice, thawed and undiluted
9 ice cubes, partially crushed
⅛ cup rum or ¼ cup water and 1 tablespoon rum extract
20 whole strawberries, fresh or frozen
3 tablespoons lemon or lime juice
1 small ripe banana, sliced
Sugar to taste, if desired

In a blender, combine all ingredients except sugar and blend at high speed for 1 minute or until liquified. Sweeten, if desired. Serve in chilled glasses.

Yield: 6 servings

ORANGE-GRAPE MUFFINS
(Pictured page 19)

2 cups sifted all-purpose flour
3 teaspoons double-acting baking powder
½ teaspoon salt
⅛ cup sugar
½ teaspoon ground nutmeg
1 egg
¼ cup milk
¼ cup orange juice
¼ cup salad oil or melted shortening
Welch’s Purple Grape Preserves

Sift flour, baking powder, salt, sugar and nutmeg into a bowl. Beat egg until frothy. Stir in milk and orange juice. Stir in shortening. Make well in flour mixture; add milk mixture all at once. Stir quickly, until mixed but still lumpy. Fill 14 greased 2½-inch muffin cups about two-thirds full. Bake 25 minutes in preheated 425 degrees F. oven, or until tested done. Remove from oven, top each muffin with a heaping teaspoon of Purple Grape Preserves. Keep muffins warm in foil, or in bread warmer. Yield: 14 muffins.

BROILED GRAPEFRUIT HALVES
(Pictured page 19)

Wash, dry, chilled fresh grapefruit. Halve crosswise, remove seeds, and core. Cut around each section to loosen flesh from membrane. Cut skin in decorative jagged edge. Sprinkle each half with 2 teaspoons brown sugar. Brush each half with 2 teaspoons melted butter or margarine. Broil 8-10 minutes until golden. Just before serving, add heaping tablespoon Welch’s Purple Grape Jam to each half.

PURPLE GRAPE JUICE TOPPING FOR FRENCH TOAST, PECAN WAFFLES, BUTTERMILK PANCAKES
(Pictured page 19)

2 tablespoons cornstarch
⅝ cup sugar
2 cups Welch’s Purple Grape Juice
Grated rind and juice of 1 large orange
2 tablespoons butter or margarine
Dash salt

In a saucepan, combine cornstarch and sugar. Stir in purple grape juice. Cook over low heat, stirring constantly, until sauce bubbles and thickens. Remove from heat and stir in rind, orange juice, butter and salt. Serve warm. Yield: 2-½ cups.

Variation: walnut halves may be added to topping.

GLAZED BEEF
(Pictured on cover)

The finest cut of beef, or one that is less expensive, will benefit from a delicious glaze.

PURPLE GRAPE GLAZE

1 can (6 oz.) Welch’s frozen concentrated Purple Grape Juice, thawed and undiluted
½ cup salad oil
¼ cup lemon juice
1 tablespoon grated onion
½ cup dry red wine
Dash salt

One hour before roast is done, combine glaze ingredients, blending well. Brush mixture over beef and continue roasting, brushing meat with glaze every 15 minutes. Yield: 2 cups.

When meat is ready to be served, remove to warm platter. Add ¼ cup warm water to juices and glaze in pan; stir to remove any clinging bits of browned meat; strain and serve in a gravy boat with roast.
THREE DRINKS TO REMEMBER
(Pictured below)

Left:
SUMMER SUNSET
1½ cups Welch's Red Grape Juice, chilled
1 can (6 oz.) frozen raspberry-lemon drink, thawed
3 cans (2¾ cups) cold water
12 thin orange slices, cut in halves
Blend fruit juices and water in pitcher. Float orange slices on top. Serve over ice in chilled glasses with orange slices in each. Yield: about 6 - 6-oz. servings.

Center:
WHITE GRAPE RICKEY
1 can (46 oz.) Welchade White Grape Drink, chilled
1 can (6 oz.) frozen limeade, thawed
3 bottles (7 oz. each) club soda, chilled
Fresh pineapple spears
Fresh mint for garnish
Combine grape drink and limeade concentrate in large bowl. Blend in club soda. Ladle over ice in tall glasses and garnish with pineapple spears and fresh mint. Yield: about 10 servings.

Right:
SPICED GRAPE DRINK
1 cup apple cider
1 piece cinnamon stick
2 cups Welch's Purple Grape Juice
3 cinnamon stick stirrers
Orange peel for garnish
Combine cider and cinnamon stick in small saucepan; bring to a boil and simmer two minutes. Add purple grape juice and simmer until just hot, but not boiling. Serve in heat-proof mugs with a cinnamon stick stirrer in each. Garnish with orange peel. Yield: 3 servings.
WINES MADE WITH WELCH’S RED, WHITE OR PURPLE GRAPE JUICE

9 cups Welch’s Red, White or Purple Grape Juice
1½ cups sugar
1¾ cups water
½ oz. dry yeast (two ¼ oz. packages)
½ cup lukewarm water

In a gallon jug, mix grape juice, sugar and water until dissolved. Dissolve yeast in ½ cup lukewarm water and add to the grape juice mixture. Loosely plug the jug with cotton and place at room temperature. After 3-4 days, replace the cotton plug with a fermentation lock.* After four weeks, carefully siphon wine into clean bottles. Seal and store in a cool dry place for aging. Yield: about 3 quarts.

*Available at hobby shops.

RED GRAPE JUICE DESSERT SAUCE
(Pictured on cover, left)

¾ cup cornstarch
1 bottle (24 oz.) Welch’s Red Grape Juice
2 tablespoons lemon or lime juice
1 teaspoon grated orange rind
1 quart vanilla ice cream

In a saucepan, mix cornstarch and grape juice. Add lemon juice and orange rind. Stir over low heat until sauce bubbles and thickens. Remove from heat. Chill, covered, until ready to serve. Yield: about 3 cups sauce.

Pile ice cream into parfait glasses and spoon over the sauce. Serve at once. Yield: 8 servings.

Note: Ice cream and sauce may be layered for a marbled effect.

WHITE GRAPE JUICE DESSERT SAUCE, WITH WINE
(Pictured on cover, center)

½ cup white wine
1½ cups Welch’s White Grape Juice

Mix both ingredients well, preferably with a blender. Chill. Yield: 4 servings.

Pour over vanilla, strawberry or pistachio ice cream, or lemon sherbet.

GRAPE-RASPBERRY DESSERT SAUCE
(Pictured on cover, right)

1 pkg. (10 oz.) frozen raspberries, thawed
½ cup Welch’s Purple Grape Jelly
2 tablespoons cornstarch
8 scoops ice cream

Drain berries; reserve juice. Add water, if necessary, to make three-quarter cup liquid. Combine juice, jelly and cornstarch in saucepan. Cook over medium heat until clear and thickened. Stir in raspberries. Force through fine strainer to remove all seeds and pulp so sauce is clear. Yield: 1¾ cups.

Spoon sauce over scoops of ice cream. Yield: 8 servings.

Jelly Sandwiches

Wholewheat raisin bread sandwiches, spread liberally with peanut butter and Welch’s Red, White or Purple Grape Jelly, are a satisfying after-school snack.
GLAZED HAM, APPLE GARNISH
(Pictured above)

With ham, the more fruits the better, so along with a garnish of pineapple "daisies" atop the ham, plan on tiny spiced apples around the serving platter. The apples will have most unusual and tantalizing flavor by virtue of being soaked in grape juice and rum.

GRAPE JUICE GLAZE FOR HAM

1 cup Welch's Red, White or Purple Grape Juice
1/2 cup Welch's Grape Jam
1 teaspoon grated orange rind
Pineapple for garnish

Combine first three ingredients in a bowl and stir until well blended. Bake whole ham as usual, (or according to directions on can). One hour before it is ready to be served, remove ham from oven and score fat with a sharp knife into diamonds. Brush ham thickly with half of the glaze and replace it in oven. Bake 30 minutes, and then brush with remaining glaze. Yield: makes 1 1/2 cups, enough glaze for a 10 lb. smoked ham. Meantime as a garnish, if desired, cut canned or fresh pineapple into thin daisy-like shapes with a sharp knife. Place around the outside top of the ham when it is removed from the oven and still warm. If any glaze is left, brush over fruit.

SPICED GRAPE-APPLES

1 jar spiced apples
2 cups Welch's Red, White or Purple Grape Juice
1 jigger white rum

Pour juice from jar into saucepan. Add grape juice and rum. Bring to a boil, then reduce heat to simmer. Add apples. Turn several times. Remove from heat. Chill in sauce for 1/2 hour. Drain. Serve apples around ham with greens.

A change-of-pace salad, particularly suited to baked ham, is achieved by slicing well drained canned artichokes and mixing with jumbo olives, stuffed or plain. Toss with any greens in a sharp vinegar and oil dressing and season well with freshly ground black pepper.

RED, WHITE AND PURPLE VEGETABLE MOLD
(Pictured on cover)

First layer:
2 envelopes unflavored gelatin
1 bottle (24 oz.) Welch's Red Grape Juice
Juice of 1 lemon
1 can (12 oz.) kernel corn, drained

Second layer:
2 envelopes unflavored gelatin
1 bottle (24 oz.) Welch's White Grape Juice
2 cups shredded green cabbage
1 tablespoon white horseradish

Third layer:
2 envelopes unflavored gelatin
3 cups Welch's Purple Grape Juice
2 tablespoons vinegar
1 small onion, chopped
1 1/2 cups diced cooked beets

For the first layer, stir gelatin into 1 cup of the red grape juice in a saucepan. Stir over low heat until gelatin is dissolved. Stir gelatin into remaining grape juice. Stir in lemon juice. Chill until syrupy. Fold in corn and pour mixture into a 3 quart mold. Chill until almost firm. For the second layer, prepare white grape juice as for first layer. Fold in cabbage and horseradish. Pour over first layer and chill until firm. For the third layer, prepare purple grape juice as for first layer. Fold in onion and beets. Pour over second layer. Chill until firm. Unmold on salad greens. Serve with mayonnaise. Makes 1 - 3 quart mold.
**MULLED PURPLE GRAPE DRINK**

2 cans (46 oz. each) Welch's Red, White or Purple Grape Drink
9 pieces stick cinnamon
1 teaspoon allspice
6 whole cloves
Apple slices
Lemon slices
Clove

Combine grape drink, cinnamon sticks, allspice and 6 whole cloves in large kettle. Heat just until boiling: remove from heat and pour into decorative kettle on tripod over a flame. Garnish with apple slices and lemon slices that have been studded with cloves. Serve hot with extra cinnamon stick stirrers. Yield: 10 mug servings.

Bakery Danish pastries can seem to be homemade when a tablespoon or two of Red, White or Purple Grape Jelly is added as a topping, immediately after pastries are heated. Enliven apple turnovers with a White Grape Juice glaze and a dribble of confectioners' sugar icing.

Welch's Grape Jelly Donuts, yeast-raised, oven-heated in six minutes, or thawed and served, are delightful with Mulled Purple Grape Drink, or with other beverages.

**RED, WHITE OR PURPLE SWIZZLES**

Juice of 1 small lemon
2 oz. vodka
2 oz. Welch's Red, White or Purple Grape Juice
Dash bitters

Combine ingredients. Stir with swizzle stick until drink foams. Add 1 lump of ice. Yield: 1 serving.

**RED, WHITE OR PURPLE SANGRIA**

1 bottle (24 oz.) Welch’s Red, White or Purple Grape Juice
1 pint semi-dry red wine
1 orange, sliced
1 lemon, sliced
½ cup sliced peaches, fresh or drained canned or frozen
½ cup sliced strawberries
1 tablespoon sugar, if desired
Ice cubes made by freezing Welch’s Red, White or Purple Grape Juice

Combine grape juice, wine and fruit in a pitcher. Stir well, crushing fruit. Add sugar, if desired. Fill tall glasses with ice cubes. Strain Sangria into glasses. Add some of the crushed fruit to each glass before serving. Yield: 6-8 servings.

**RED, WHITE OR PURPLE SPRITZER**

2 oz. semi-dry white wine
3 oz. Welch's Red, White or Purple Grape Juice
Soda water, chilled

Combine ingredients. Pour into highball glass filled with ice cubes. Fill with soda water. Yield: 1 spritzer.

**VIENNESE COOKIE SANDWICHES**

1 cup butter or margarine
2½ cups sifted all-purpose flour
1 cup small curd cottage cheese
½ cup toasted almonds, crushed
White of one egg
Granulated sugar
Welch’s Red, White or Purple Grape Jellies

In a bowl, cut butter into flour with pastry blender until mixture becomes consistency of coarse meal. Add cottage
cheese and crushed almonds. Mix until thoroughly blended. Roll out on a lightly floured board to ¼ inch thickness. Cut dough into 2½-inch rounds. Cut a 1-inch round out of the center of half the rounds. Place center cutout rounds on top of whole rounds. Press together lightly. Bake on ungreased baking sheet in a preheated moderate oven (375 degrees F.) for 15-20 minutes or just until very pale brown. Cool. Fill centers with the red, white or purple grape jellies. Whip egg white with fork, brush over tops of cookies, excluding the filling, and sprinkle rounds of dough with granulated sugar. Yield: about 1 dozen cookies.

CREAMY SHERBETS, RED, WHITE OR PURPLE
(Pictured below)

1 envelope unflavored gelatin
1 bottle (24 oz.) Welch’s Red, White or Purple Grape Juice

Grated rind and juice of 1 lemon
2 cups (1 Pint) heavy cream

In a saucepan, mix gelatin and ½ cup of the chosen juice. Stir over low heat until gelatin is dissolved. Stir in remaining grape juice. Stir in lemon rind and juice. Stir in cream. Pour mixture into a freezer container and freeze until mushy. Scrape mixture into a large bowl. Beat until mixture is fluffy. Pour back into freezer container, cover and freeze for several hours or until hard. Using ice cream scoop, make balls and serve plain, or garnish with whipped cream, sauces, nuts, fruits, sprinkles, etc. Yield: 8 servings

PARTY COOKIES
Square bakery cookies, plain or coconut or lemon, are put together with either Red, White or Purple Jellies and each cookie is given a stripe of jelly across the top. Almond slivers are scattered over the stripes.
Today's World of Welch's
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Handy Facts

LIQUIDS
Pour liquid into a standard glass liquid measuring cup with lip, marked off in quarters or thirds. Always place cup on flat surface and read measurements at eye level.

MEASUREMENTS
1 quart—4 cups
1 pint—2 cups
1 cup—16 tablespoons
½ cup—8 tablespoons
¼ cup—4 tablespoons
⅛ cup—5 and ⅛ tablespoons
⅜ cup—10 and ⅜ tablespoons
1 tablespoon—3 teaspoons
1 fluid ounce—2 tablespoons
Dash—2-3 drops

MEASURING
Use standard measuring cups and spoons.
Use nested measuring cups for large amounts.
Use nested measuring spoons for small amounts.

GREENS FOR SALADS AND GARNISH
Buy only crisp, young salad greens. Remove all bruised leaves.
Keep heads whole. Rinse under running water; shake off excess water.
Refrigerate in crisper section.
To tear: tear or break chilled, washed lettuce into bite-size pieces.
To shred: cut very fine with sharp knife.

MOLDED SALADS
When a salad is to be set in layers, the first portion put into the mold is chilled until it is just set.
Touch the layer with your finger to determine that the layer is firm but still slightly sticky.
Follow this procedure with each layer.
To unmold: Select a plate large enough to hold the molded salad or dessert, and greens or whipped cream or other garnish desired. Have the plate as cold as possible.
A spatula or small knife run around top of mold will loosen sides of salad or dessert. Dip mold into warm water almost to the height of the mold. Place plate over mold and invert. Hold both together and shake gently to release jelled contents. Lift off mold form. (If necessary, repeat process.)

PUNCHES
Start with all ingredients as cold as possible, and chilled bowl and glasses. Add any carbonated liquids at the last minute so they will retain their “effervescence” as long as possible.
Ice cubes or blocks should be added just prior to serving cold beverages.
Fruits that are used as ingredients in a punch should be chilled before slicing. Roll lemons, oranges, limes over a firm surface with the hands for a few minutes to help release all the juices when fruit is cut.

OPENED JUICE BOTTLES, CANS
Once a grape juice bottle or can of the grape juice is open, refrigerate any juice not being used.
Recap the bottle, transfer any contents of the opened can to a plastic or glass container that can be tightly covered, or seal the can opening with wax paper or plastic wrap.

GRAPE STAIN REMOVAL
Washable Fabrics:
Stretch fabric over a bowl and hold in place with a rubber band. Pour boiling water in a thin stream over the stain, holding the kettle about 2 to 3 feet above.

Table and Floor Stains:
Wash with full strength bleach and then again with clean water.
Welch's Refreshment Areas

Welch's Refreshment Areas are in five locations, of which four are pictured below. The fifth is at Silver Dollar City near Springfield, Missouri.

Welch Foods Inc. is very proud of the fact that Welch's Grape Juice is the official grape juice at Disneyland and Disney World.