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## **Divine Flavor partners with the American Institute of Cancer Research**

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Divine Flavor and the American Institute of Cancer Research launched a partnership to spread awareness of how table grapes can be part of a plant-based diet that reduces cancer risk.

As one of the largest importers of organic table grapes during the Sonoran grape deal, Divine Flavor wants consumers to know the health benefits of its table grape line and how to incorporate the fruit into everyday meals.



“Table grapes are extremely versatile fruits that greatly contribute to a cancer-protective diet,” said Michael DuPuis, public relations manager for Divine Flavor.

“Besides being sweet and delicious, grapes contain so many health benefits such as powerful antioxidants like polyphenols and resveratrol,” said DuPuis. “Our partnership with the American Institute of Cancer Research was important for us because their vision coincides with our mission of educating consumers about healthy foods.”

“Through AICR and registered nutritionist Liz Weiss at Liz’s Healthy Table, we were able to get very creative with some of our high-flavored varieties and prepare some very delicious recipes consumers could use and be excited about,” DuPuis said.

Over three decades, AICR-funded research has helped move the needle on understanding the link between lifestyle and cancer. AICR has contributed more than \$110 million to support hundreds of studies conducted at universities, hospitals and research centers across North, South and Central America.

“AICR wants to raise awareness about the link between cancer risk and lifestyle choices, and eating a healthy, plant-based diet is one of those factors that people can control,” said Jodi Street, director of corporate and foundation relations at the American Institute for Cancer Research. “We are grateful for our partnership with Divine Flavor to help us promote healthy eating through this campaign.”

The company said consumers should follow AICR’s [10 Cancer Prevention Recommendations](#) to

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reduce their overall cancer risk and have a healthy survivorship during and after cancer treatment. It is also mentions [studies](#) have shown grapes to play a significant role in cancer prevention.

“As a supplier of fresh fruits and vegetables, Divine Flavor is proud to offer not only high-quality and delicious products for our customers, but also products that contribute to their overall well-being,” said DuPuis.

Divine Flavor is currently in the middle of its table grape season, which is expected to run into the first weeks of July. The company specializes in over 20 commercial varieties, including its popular Cotton Candy grapes, Jellyberries and Gummyberries.

Some recipes are [Jellyberry Chickpea Pancakes](#), [Gummyberry Grilled Cheese](#) and [Cotton Candy Picnic Pasta Salad](#).

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