

CHAUCER'S NEWS FLASH

By Martin Bargetto,
President

Olallieberry — A Toast To Good Health!

If there ever was a term that fit nicely into the oxymoron category, it would have to be “healthy dessert.” While many desserts would not be considered as a foundation food on the USDA food pyramid, there are some that would be considered. Some of these “healthy dessert” foods that are particularly noteworthy are berries of any kind and, specifically, those that have high purple/red color content.

The latest research coming from many studies throughout the U.S. and other parts of the world show that regular consumption of fruits can help reduce the risk of many cancers. This significance seems to be coming from a class of compounds called polyphenols. One compound that belongs to the polyphenol group is called Ellagic Acid.



It is a naturally-occurring constituent of at least 46 different fruits and nuts including pomegranates,

raspberries, strawberries, blueberries, walnuts and yes, olallieberries.

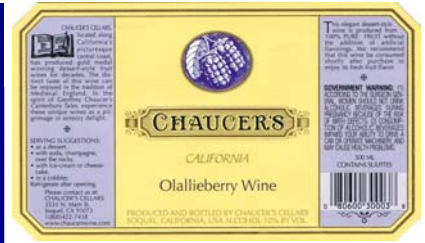
The Hollings Cancer Institute at the University of South Carolina has conducted a nine year study on polyphenols and Ellagic Acid. This double-blind research on the effects of Ellagic Acid on cervical cancer patients is startling. This compound has been shown to stop mitosis-cancer cell division within 48 hours as well as arresting

normal cell death within 72 hours for breast, pancreas, esophageal, skin, colon, and prostate cancer cells.

The Institute has also conducted tests on cultured human cells with Ellagic Acid that show the compound prevents the destruction of the pg.53 gene by cancer cells. It seems the Ellagic Acid somehow prevents the carcinogen from binding with DNA.

With its antiviral and antibacterial properties, Ellagic Acid is an exciting natural compound that researchers are learning more about each year. However, according to the American Cancer Society website, it is still too early to make a claim that this compound can absolutely reduce the risk of cancer. Since most of the studies up to this point have used cultured human cells or have been performed on lab animals, it is only after human trials that scientists can begin to make a pronouncement of its positive health effects.

Even though there is yet to be an official announcement on the role of Ellagic Acid, it seems that much research is pointing in that direction. Hence, you may not be able to have your cake and eat it too, but surely you can have your Olallieberry and drink it too. Now, if you drink it with dark chocolate and walnuts, maybe you can convince your medical insurance provider to give you a healthy lifestyle discount. Salute!



The **olallieberry**, (oh-la-lee-berry) is a hybrid cross of a loganberry and a youngberry which are both crosses themselves; Loganberry = raspberry & blackberry, Youngberry = blackberry & Texas dewberry.

The olallieberry is primarily grown in the Central Coast region of California. It is popular in numerous baked goods, including pies, cobblers, muffins and jams.

For more information check our website at www.bargetto.com, call us at 800.4.BARGETTO or email us at customerservice@bargetto.com

CHAUCER'S
OLALLIEBERRY WINE

This wine is produced from 100% fermented olallieberries bursting with dark fruit flavors, reminiscent of blackberries. This wine is a perfect accompaniment to any chocolate dessert.

—Michael Sones, Winemaker

DOUBLE GOLD
—California State Fair Wine Competition

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