



## Red and Purple

### Eternal youth

#### STRAWBERRIES AND CHERRIES TO FIGHT FREE RADICALS, BLUEBERRIES AND RADICCHIO YOUR ALLIES FOR HEART HEALTH

Eboli, Italy – 18 July 2025 - What do the red of cherries and strawberries, the blue of blueberries and plums, and the purple of aubergines and radicchio have in common? They all have a high concentration of polyphenols, antioxidants that help cells fight free radicals. This means these foods keep you young in a variety of ways, even preventing neurological diseases and improving memory. Not all polyphenols are the same: over 500 types are recognized. Red fruits and vegetables are predominantly rich in anthocyanins and carotenoids, including lycopene, recognized for its anti-inflammatory and anti-tumour properties, as well as its ability to protect the skin from prolonged sun exposure. But the red colour of fruits and vegetables is also related to vitamin C, which supports the immune system and promotes the body's absorption of iron.

As for blue or purple fruits and vegetables, the most abundant polyphenols are anthocyanins, which promote venous microcirculation and help maintain a healthy heart. Furthermore, the skins of black grapes, blueberries, and raspberries provide good amounts of resveratrol, considered a valuable anti-cancer agent.

In addition to their health benefits, they also benefit your figure. Red, blue, and purple fruits are quite sweet but low in sugar and calories. Their acidic notes make them perfect in vegetable and fruit salads, such as a Swedish fruit salad, which includes blueberries, blackcurrants, strawberries, elderberries, and cherry tomatoes. In fact, Nordic cuisine in particular favours the use of these small blue fruits, often pairing them with cheese, fish, and meat.

#### Which to choose?

Watermelon, blood oranges, beetroot, cherries, strawberries, raspberries, red peppers, tomatoes, and radishes are all part of the red group. Figs, berries (blueberries, blackberries, and currants), aubergines, plums, radicchio, and black grapes are all part of the blue and purple group.



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Each of these small fruits has its own unique properties. Raspberries, for example, contain a lot of folic acid and are the richest in fibre: a single serving provides 44% of your daily needs. Strawberries provide vitamin C, manganese, folate, and potassium, as well as plant compounds that can have beneficial effects on heart health and blood sugar control. Blueberries are considered effective anti-inflammatories and promote blood circulation, while blackberries are among the richest sources of anthocyanins and have an astringent effect.

### **Small fruit: the European website where you can find out more**

Rustic and generous, strong and resilient, small red, blue, and purple berries are a valuable product for many farms, especially in the hills and mountains, both in Italy and throughout Europe, as their cultivation extends from the north in Scandinavia to Sicily in the Mediterranean. Furthermore, the advent of modern varieties that resist well even after harvesting, and the adoption of innovative agricultural practices such as late transplanting of seedlings, have made it possible to produce them year-round, no longer just in summer, previously the prime season for wild berries.

To raise awareness of the characteristics of berries and other fruit and vegetables among German consumers, encouraging their purchase and consumption, the European Union has co-financed the "I Love Fruit & Veg from Europe" programme ([ilovefruit&vegfromeurope.com](http://ilovefruit&vegfromeurope.com)) promoted by five producer organizations (A.O.A., La Deliziosa, Terra Orti, Meridia, and Agritalia). The programme describes the freshness, sustainability, safety, and quality of these products, also offering many tasty and healthy recipes. Enjoy this delicious Bran and Blackberry Muffins recipe. Bursting with wheat bran, fresh blackberries and with a touch of cinnamon, they provide a tasty yet wholesome treat that is perfect for starting the day or satisfying a craving.

Makes: 12

Preparation time: 15 minutes

Cooking time: 45 minutes

#### **Ingredients**

120ml vegetable oil + extra for oiling the tin.

240g unbleached plain flour

1 tsp coarse salt



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1/2 tsp baking powder  
1/2 tsp bicarbonate of soda  
1/2 tsp ground cinnamon  
200g Greek yoghurt  
60g sugar  
85g honey  
2 large eggs, lightly beaten  
1 tsp pure vanilla extract  
240g wheat bran  
170g fresh blackberries, plus 12 to garnish (optional)

### Method

Preheat the oven to 175°C. Brush a muffin tin with vegetable oil and line with 12 paper cases.

Mix together the flour, salt, baking powder, bicarbonate of soda, and cinnamon in a medium bowl.

In a large bowl, whisk together the yoghurt, sugar, 120ml vegetable oil, honey, eggs and vanilla until well combined. Add the dry ingredients to the wet, folding in with a wooden spoon, until just incorporated. Don't over-stir. Gently fold in the wheat bran then stir in the blackberries to distribute evenly.

Fill the paper cases with the mixture. Bake for 22-30 minutes, until the tops are golden brown, and an inserted toothpick comes out clean. Cool for 5 minutes and serve warm or at room temperature, decorated with a blackberry if you like. Once cold, they can be frozen for several months.

**Find out more:** <https://ilovefruitandvegfromeurope.com/de/>

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**Media contact:** [press@mbconsultingsrl.com](mailto:press@mbconsultingsrl.com)



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