



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.

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



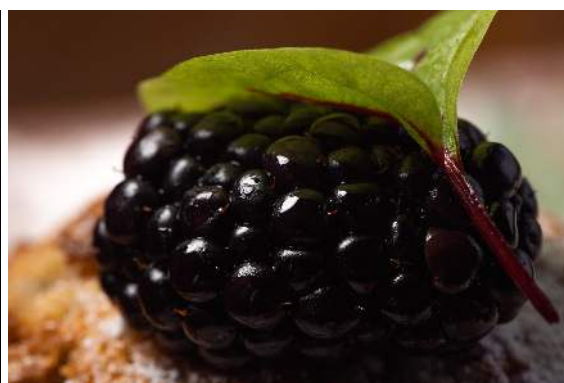
Co-funded by
the European Union

THE EUROPEAN UNION SUPPORTS
CAMPAIGNS THAT PROMOTE A WIDE
VARIETY OF AGRICULTURAL PRODUCTS.





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) 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.



Co-funded by
the European Union

THE EUROPEAN UNION SUPPORTS
CAMPAIGNS THAT PROMOTE A WIDE
VARIETY OF AGRICULTURAL PRODUCTS.





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

Follow us on:

<https://www.facebook.com/ILoveFruitandVegfromEuropeGermany/>

<https://www.instagram.com/ilovefruitandvegfromeurope.de/>

<https://www.youtube.com/@ilovefruitvegfromeuropeger259>

Media contact: press@mbconsultingsrl.com



**Co-funded by
the European Union**

THE EUROPEAN UNION SUPPORTS
CAMPAIGNS THAT PROMOTE A WIDE
VARIETY OF AGRICULTURAL PRODUCTS.

