

NU fruits

NuBerry Açai®

Organic High-Function
Wholefood Powder

Current Certification:



Certification Pending:



NU Fruits Ingredients Ltd launches NuBerry Açai®, a proprietary high-antioxidant powder of the superfruit Açai.

With a proven ORAC (oxygen radical absorbance capacity) level that is in excess of 200% higher than any freeze dried Açai powder in the marketplace NuBerry Açai® is a powerful functional ingredient for use in the nutraceutical, cosmeceutical and functional food and beverage industries. 100% derived from Açai fruit, NuBerry Açai® is a certified organic wholefood source of the superfruit Açai. With an ORAC level of over 200,000 µmole TE/100g, the naturally enhanced antioxidant levels have been achieved through proprietary non-thermal processing and unique fruit selection.

NuBerry Açai® Uniqueness

Processed at the source of a remote but prolific Açai growing region, NuBerry Açai® is made from certified organic açai berries, wild harvested by a local cooperative, and dehydrated using proprietary non-thermal technology to ensure optimal retention of the inherent nutritional value of açai fruit. The Açai berries used to produce NuBerry Açai® are specifically selected for their elevated polyphenol and antioxidant levels, and all operational activities are designed to ensure that the temperature-sensitive anthocyanins (which contribute considerably to the high antioxidant activity of Açai) are protected along every step of the way through the harvesting, logistics and processing phases.

Açai as a Functional Fruit

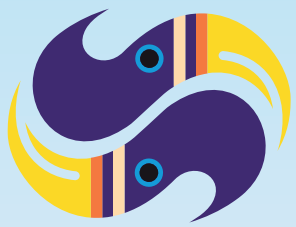
The rapid growth in consumption of Açai in global markets over the past decade is largely due to emerging scientific evidence supporting long-held beliefs in the Amazon that the berry endows energy, vitality and good health. Research shows that Açai has a very high antioxidant capacity when compared to other fruit, a high concentration of omega-6 and omega-9 fatty acids that are known to promote human health, and a very low glycemic load that is responsible for a slow energy release profile that is unique among fruits. Analysis in leading food research facilities in the US and in NZ have demonstrated that NuBerry Açai™ has antioxidant and polyphenol levels that are substantially higher than any other Açai wholefood powder product in the market.

About NU Fruits Ingredients

The world's most global distributor of Açai products, NU Fruits Ingredients is headquartered in New Zealand with offices and partners throughout South America, North America, Europe, Asia and Australasia. Focussed on supplying the international market place with highest quality tailored Açai products, NU Fruits Ingredients is dedicated to the development and supply of exclusive, scientifically researched, functional Açai ingredients.

As Xenia Smith, GM for Nu Fruits Ingredients, explains, *“NuBerry Açai® is a significant advance in an expanding market for natural high antioxidant wholefoods. What we love about NuBerry Açai® is that it not only provides our customers with a truly functional ingredient for which substantiated claims around its functional properties can be made, it is also sourced according to the principles of NU Fruits’ Amazon Friendly* initiative, whereby we seek to give back to the local communities from where our fruit is sourced.”*

* www.amazon-friendly.org



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Amazon Friendly Initiative



Since 2004, the Amazon Friendly program has delivered funds derived from sales of açai product to support childhood education programs in the region where Nu Fruits draws supply of açai fruit. To date these donations have totaled in excess of US\$80,000, and present level of support ensures ongoing schooling for more than 120 children at ACAIMU school on the small island of Murutucu near Belem.

Carrying the Amazon Friendly stamp requires that Nu Fruits delivers on its promise to ensure that all of the company's activities deliver a positive (or at worst neutral) social and environmental footprint, an essential component for any resource-based economic activity in the ecologically sensitive Amazon region.

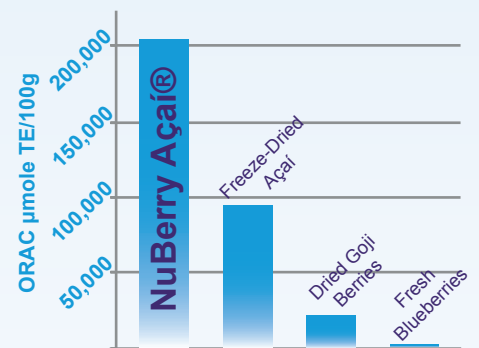
The Amazon Friendly initiative also presents an opportunity to organisations and individuals worldwide to actively support and directly contribute to social and environmental projects in the region.

NuBerry Açai® Nutrition

Energy	2069	KJ/100g
Protein	7.05	g/100g
Total Fat	22	g/100g
Saturated Fat	5.7	g/100g
Unsaturated Fat	16.2	g/100g
Monounsaturated Fat	12.9	g/100g
Omega 9	12.9	g/100g
Polyunsaturated Fat	3.27	g/100g
Omega 3	0.27	g/100g
Omega 6	3.00	g/100g
Tras Fats	<0.1	g/100g
Carbohydrates	66.8	g/100g
Dietary fibre	62.5	g/100g
Soluble	3.3	g/100g
Insoluble	59.2	g/100g
Sugar	0.11	g/100g
Sodium	5.04	mg/100g
Iron	100	mg/kg
Calcium	104	mg/100g
Magnesium	74.8	mg/100g
Potassium	531	mg/100g
Vitamin E	30.3	mg/100g

Total Phenolics	6,617.70	mg GAE/100g
ORAC	208,628.00	µmol TE/100g

ORAC Comparison



Source for Açai ORAC results:
Plant & Food Research (NZ) August 2011

NuBerry Açai® Specifications

Name: NuBerry Açai®

Code: APDONBA

Process: Non-Thermal Dehydration*

Ingredients: 100% Açai puree

Packaging: 4kg vacuum-sealed bags

Shippers: 63x33x20cm cartons

Net weight: 8.0 kg

Gross weight: 8.95kg

EcoPallet: 19 cartons (1x1x1m) 152kg

Storage: Ambient

Shelf-Life: 12 months

MOQ: 8kg

*Proprietary process

