

Media Release
December 2008

Introducing the world's first Acai fruit piece

Taura Natural Ingredients, a prime mover in the development of functional fruit ingredients, and NU Fruits, a specialist provider of Acai and other Amazonian fruit pulps and extracts are excited to announce the launch of the world's first Acai fruit pieces.

Utilising Taura's unique URC[®] (Ultra Rapid Concentration) technology and Amazon-Friendly, Acai puree from NU Fruits, Taura concentrate the fruit puree to less than 10% moisture in 60 seconds to create the URC[®] Acai fruit piece.

The URC[®] Acai fruit piece retains all the benefits of the URC[®] product range, with low water activity, bake stability and great taste; making it a perfect inclusion for nutritional snack, cereal and bakery applications.

Pronounced "Ah-Sigh-E", the Acai berry is a small, deep purple coloured berry from an Amazonian Palm Tree (*Euterpe oleracea*) that is packed full of cell-rejuvenating antioxidants to catch those free radicals before they do their damage. The nutritional benefits of Acai over traditional fruits has seen Acai become a worldwide phenomenon in a remarkably short time.



The high content of the anthocyanins present in Acai gives rise to the berry's vibrant colour, and contribute to its antioxidant behaviour. Acai has been shown to possess up to six times the antioxidant capacity of blueberries and approximately 30 times the level of anthocyanins found in red wine. Acai also has high levels of calcium, vitamin E, phosphorous, iron and fibre.

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300dpi images available on request

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