

frootiva

Ingredients
from nature



FROOTIVA® CO ABOUT US

We are new company formed by a highly experienced team in the international market of natural ingredients and fruit products.

Frootiva® CO is strongly committed with the society and environment and operates in the production, development, distribution and export of natural ingredients made of fruits and plants from Brazil.

In a sustainable and responsible way, Frootiva® CO sources from nature its product lines: plant dry extracts, fruit and vegetables powders and fruit nibs among other healthy products of our brand.

Our natural products are mainly supplied to food and supplements industries and may be applied in the cosmetic and pharma segments. These products are developed under the best production practices, meeting the most rigorous standards of quality, food safety, hygiene and globally recognized environmental standards.



FROOTIVA® CO MISSION AND VALUES

With values based on sustainability, environmental responsibility and the rigor of industrial procedures, our mission is to offer the Brazilian and world markets products from natural sources to increase the healthiness and minimize the use of artificial ingredients in the manufacture of food, beverages, nutritional supplements, as well as cosmetics and pharma products.



OUR PRODUCT LINE

• POWDERED EXTRACT OF PLANTS / VEGETABLES

The powder is obtained by drying the extract obtained by maceration: the process of submitting solid substances to the prolonged action of a liquid solvent to extract active principles from the plant. The resulting liquid with viscous consistency, is subsequently, submitted to a drying process by atomization, through a device called Spray Dryer. The liquid evaporates, resulting in a fine powder.

The compound in the form of powder concentrates the active principles of the plant. Powdered plants and vegetables, as well as its extracts have a broad potential for application in the food and nutraceutical industries.

This, allied with the growing consumer awareness about health and wellness opens wide opportunities for natural and functional ingredients that add value to different product categories.

The consumers search for health and well-being has driven global food trends and inspired product launches on the market in recent years.

There is an increasing importance of ingredients that provide additional health benefits, boosting plant-based formulations, as they are perceived by consumers as more natural and nutritious.

The growing worldwide demand for products with natural and functional ingredients means that extracts and powders are no longer an exclusive use in the food supplements sector.

They started to gain more and more space in food and beverage formulations, bringing appeals of great added value, such as natural and clean label, concepts that are increasingly valued by consumers. Extracts and powdered fruits, vegetables, and plants in general (roots, stems, leaves, flowers, seeds) are ingredients that offer excellent natural sources of color, flavor, texture, nutrients, and actives such as vitamins, antioxidants, fibers, flavonoids, polyphenols, anthocyanins, calcium, tannins and caffeine, for example.

Currently, the application of extracts goes beyond the food supplement sector, expanding to:

- Juices
- Fruit nectars
- Energy drinks
- Teas
- Flavored waters
- Dairy foods
- Cereal bars
- Protein bars
- Gum / gelatin candies
- Ice creams
- Cakes
- Breads
- Cookies
- Chocolates
- Fillings
- Snacks
- Soups
- Tablets
- Candies
- Among others



• FRUITS AND VEGETABLES DEHYDRATED POWDER

Fruits and vegetables, to become powder, go through an atomization drying process, using a device called Spray Dryer, which removes water from food preserving its properties and nutrients, often enhancing those attributes.

Consumers interested in tasty, nutritious, and convenient ways to consume more healthy products in their diet is increasing day by day.

A trend that opens broader opportunities for industries to create more plant and fruit-based foods and beverages and provide consumers with products that they perceive to be tasty and healthy.

The application of dehydrated products is more and more comprehensive, occupying space in several types of food and beverages, such as:

- Juices
- Fruit nectars
- Energy drinks
- Teas
- Flavored waters
- Dairy foods
- Cereal bars
- Protein bars
- Gum / gelatin candies
- Ice creams
- Cakes
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- Among others



• FRUIT BITS

Those small cubes of dehydrated apples, covered with a delicious layer of Amazonian and tropical fruits, combines flavor and healthiness.

It is a perfect ingredient line to apply in healthy snacks, mixes of fruits and nuts, granola, cereal bars, cookies, ice cream, cakes, chocolates, fillings, yogurt topping, also widely used by restaurants as a healthier proposal for salad toppings.

Within this line of nibs, we offer and develop with you, your personalized healthy SNACK, under your brand, ready to be sent to the sales point.

The available versions are:

- **100% fruit**
(sweetened with apple juice)
- **Sweetened with demerara sugar**
(which is healthier than white sugar, as it contains no chemical additives during its processing)
- **With added chia**

Types of packaging:

- **Industrial packaging**
(33.07lb or 15Kg)

For use by the food industries in the production of cereal bars, granolas, cookies, fruit snacks, bakery, ice cream, among others.

- **Food Service packaging**
(17.64oz or 500g)

To serve hotels and restaurants, a la carte, self-service, steakhouses, pizzerias, snack bars, bakeries, bars, buffets, kiosks, rotisseries for use in salads, desserts, and breakfast cereals.



• ON DEMAND PRODUCTS AND PRIVATE LABEL

The Frootiva® Co is an important partner of companies which want to develop healthier products under private label. The fruit nibs allow the tastiest creations, unique and high quality when mixed with seeds and nuts, reaching the sales point in retail packaging with the brand of your company.

The available options are:

- Mix of two or more fruit flavors
- Fruit + chia seeds
- Fruit + nuts
- Fruit + cocoa nibs



OUR PRODUCT OPTIONS

- No added sugars
- No artificial or synthetic compounds
- Rich sources of essential nutrients in healthier and more tasty products
- Free of pesticides
- Vegan
- Vegetarian
- GMO free
- Clean Label
- All natural



OTHER BENEFITS OF FROOTIVA® CO PRODUCTS

- 0% cholesterol
- 0% trans fat
- 0% gluten
- 0% lactose



FRUIT BITS FLAVORS

- Açaí berry
- Passion fruit
- Cupuaçu
- Banana
- Cashew
- Jaboticaba
- Other flavors
(on demand)



POWDERED FRUITS AND VEGETABLES FLAVORS

- Açai berry
- Avocado
- Acerola
- Apple
- Banana
- Black berry
- Cajá
- Cashew
- Cupuaçu
- Grape
- Soursop
- Guava
- Lemon
- Lychee
- Mango
- Orange
- Melon
- Passion fruit
- Peach
- Jaboticaba
- Pear
- Pineapple
- Raspberry
- Strawberry
- Tamarind
- Tangerine
- Watermelon
- Beetroot
- Broccoli
- Cabbage
- Carrot
- Eggplant
- Spinach
- Tomato
- Watercress



DRY PLANT EXTRACT FLAVORS

- Guarana standardized at 10%, 18% and 22% caffeine
- Yerba mate standardized at 4%, 6% and 8% caffeine
- Muirapuama standardized on 3.5% tannins
- Standardized catuaba on 5% tannins
- Acerola standardized at 6%, 10%, 17% and 25% vitamin C
- Camu camu standardized at 6%, 10% and 20% vitamin C
- Green coffee
- Green tea



TALK WITH FROOTIVA® CO

Investing in healthy products is a worldwide trend. Euromonitor data shows Brazil in the fourth position among countries with increasing consumer's awareness about overall health and willing to invest in products with more natural claims.

Count on Frootiva® Co to insert your company in this segment that will only grow in the coming years.



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