

# frootiva

Ingredients  
from nature



## FROOTIVA® CO ABOUT US

We are a new company formed by a highly experienced team that is committed to the environment and to society.

Frootiva® CO operates in the production, development, sale, and exportation of natural ingredients made from fruits and plants from Brazil.

Frootiva® CO sustainably sources its product lines from nature: dry plant extracts, fruit and vegetable powders and Fruit Bits among other healthy products made by us.

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



## FROOTIVA® CO

### MISSION AND VALUES

With values based on sustainability, environmental responsibility and strict industrial procedures, our mission is to offer healthier products from natural sources to the Brazilian market as well as the global market. In doing so, we aim to minimize the use of artificial ingredients in the manufacturing of foods, beverages, nutritional supplements, as well as in cosmetic and pharmaceutical products.





## OUR PRODUCT LINE

### • POWDERED EXTRACT MADE FROM PLANTS AND VEGETABLES

The powder is obtained by drying the extract obtained through 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 Spray Dryer device. The liquid then evaporates, resulting in a fine powder.

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

The ever-growing consumer demand for products that offer health and wellness benefits opens wide opportunities for natural and functional ingredients that add value to different product categories.

This consumer pursuit for health and well-being has driven global food trends and inspired product launches in the market over recent years.

There is an increasing interest in 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 resulted in the use of extracts and powders by industries beyond the food supplement 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 labels, 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.



Extracts can be used 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 cream
- Cakes
- Bread
- Cookies
- Chocolates
- Fillings
- Snacks
- Soups
- Tablets
- Candies
- Among others





## • DEHYDRATED POWDER MADE FROM FRUITS AND VEGETABLES

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

Consumer interest in tasty, nutritious, and convenient ways to consume healthier products in their diet is increasing day by day.

A trend that expands 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.



Dehydrated products are being used more than ever before, and are now making up 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
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# • FRUIT BITS

These small cubes of dehydrated apples, covered with a delicious layer of Amazonian and tropical fruits, bring together flavor and healthiness.

It is a perfect ingredient line to use in healthy snacks, fruit and nut mixes, granola, cereal bars, cookies, ice cream, cakes, chocolates, fillings, and yogurt toppings. It is also widely used by restaurants as a healthier option for salad toppings.

**Within this line of Fruit Bits,** we offer and develop alongside you, your personalized healthy SNACK and 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 chia added

## 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, bakeries, and ice cream among others.

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

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



## • ON-DEMAND PRODUCTS AND PRIVATE LABEL

The Frootiva® Co is an important partner for companies interested in developing healthier products under a private label. The Fruit Nibs allow for the tastiest unique and high-quality creations when mixed with seeds and nuts, reaching the sales points with your brand`s retail packaging.

The available options are:

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



## OUR PRODUCT OPTIONS

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





## OTHER BENEFITS OF FROOTIVA® CO PRODUCTS

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



## FRUIT BIT FLAVORS

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





## POWDERED FRUIT AND VEGETABLE FLAVORS

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





## DRY PLANT EXTRACT FLAVORS

- Guarana standardized to 10%, 18% and 22% caffeine
- Yerba mate standardized to 4%, 6% and 8% caffeine
- Acerola standardized to 6%, 10%, 17% and 25% vitamin C
- Camu standardized to 6%, 10% and 20% vitamin C
- Green coffee
- Green tea



## CONTACT US @ FROOTIVA® CO

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

Count on Frootiva® Co to bring your company into this segment that will continue to grow in the coming years.



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Network site



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