



TASTE THE WILDERNESS OF

WILD

BLUEBERRY

MAKE A BIG DIFFERENCE

*berr*ico

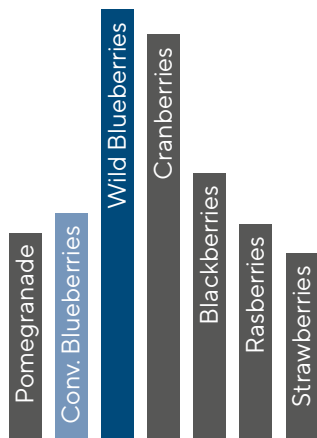

Fruit dOr

WILD BLUEBERRIES

Fruit dOr

DISCOVER WHY CONSUMERS PREFER WILD BLUEBERRIES.

THE ANTIOXIDANT LEADER



Total ANTIOXIDANT capacity

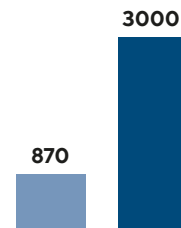
WILD BLUEBERRIES ARE KNOWN FOR ITS **HIGH LEVEL OF ANTIOXIDANTS** SUCH AS ANTHOCYANINS, FLAVONOIDS FOUND IN THE BLUE PIGMENTS.

BENEFITS

Wild blueberries have the ability to:

- neutralize free radicals
- help prevent cell damage
- protect against inflammation
- be a leading factor in brain aging, Alzheimer's disease and other degenerative diseases
- prevent cardiovascular diseases and cancers

■ Cultivated blueberries
■ Wild blueberries



Piece Count per 450 g (1 lb)

Wild dried blueberries offers **3X more fruit pieces** than cultivated blueberries.

SOME FACTS

According to a recent research made in the U.S. in all categories, wild blueberries compared with cultivated blueberries¹:

- INCREASE PURCHASE INTENT**
- INCREASE CONSUMPTION**
- INCREASE PRICE PREMIUM**

Benefits perceived by consumers when comparing wild vs cultivated blueberry smoothies;

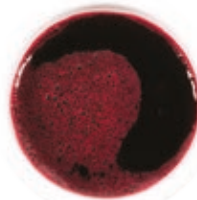
- 73%** are willing to buy more
- 85%** believe they taste better
- 81%** think wild blueberries increase health benefits
- 63%** are willing to pay more



Concentrate



Dried



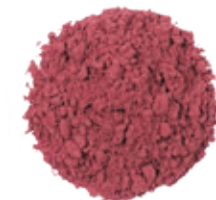
Juice



Puree



Frozen



Powder

Using ORAC testing procedure, wild blueberries have **2X the antioxidant power** of ordinary blueberries.*



USE WILD BLUEBERRY AND TASTE THE WILDERNESS

* http://www.orac-info-portal.de/download/ORAC_R2.pdf(pg.20)
<https://www.wildblueberries.com/health-research/antioxidants/>

¹The Power of Wild, Portland Marketing Analytics 2015, «A US Quantitative Consumer Research Study»

NURTURED TO PERFECTION

It's the simple everyday things that make our berries so tasty, healthy, and give them the perfect texture. Each parcel of land we farm with care and respect. Each weed we pull by hand. Each extra day we wait to ensure crops are harvested at peak ripeness. Each minute saved between field and freezer. Each unwanted substance detected and eliminated. And each delicious bite our customers enjoy.

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ORGANIC
AT ITS VERY BEST

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