



FruitSmart®

The Smart Choice... Naturally

Fruit Ingredient Supplier and Processor

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Proud users of

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Parity Corporation is the Leader in Information Systems & Services for the Small to Mid-Sized Food Manufacturing Enterprise
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Featured Inventory:

65° Apricot Juice Concentrate
65° Red Raspberry Juice Concentrate
28° Red Raspberry Puree Concentrate
Red Raspberry Essence
Concord Grape Essence
Blueberry Fiber
Red Raspberry Seeds

Please call us for a quote.

Fruit Focus: Acai



Acai berries and puree

The acai tree which bears acai fruit is a common palm tree native to the Amazon Rainforest. Its scientific name is *Euterpe Oleracea*, but to the Amazon's local inhabitants it has been referred to for hundreds of years as the "tree of life". These palms are tall, slender, and attractive, growing to 15-30 meters tall, with pinnate leaves growing up to 3 meters long. The fruit is a small, round, black-purple stone fruit, similar in size to a grape, and is produced in branched bunches known as "panicles", which bear about 700-900 fruits. The appearance of acai fruit is also similar to that of a grape, however acai has much less pulp than a grape: about a 10% pulp and 90% hard-shelled seed ratio.

The main use of this fruit by the Amazonian locals is for the preparation of a thick, dark purple juice. This juice is obtained by first making the fruit soft by soaking or steeping it in water, and then by squeezing the fruit and straining out the seeds. A traditional recipe includes the addition of a stimulant similar to caffeine called "guarana". Another common way it is consumed is with the addition of a root vegetable starch and often a type of sugar, which creates a purple porridge. The flavor of acai has been reported to resemble that of a combination of chocolate and a delicious tropical berry. Although consumed for enjoyment throughout the region, acai is a food staple for many economically disadvantaged inhabitants of the area.

As a newer import into the US, acai is being hailed as being one of the new exotic power fruits. Fruit juice and smoothie bars and health food retail stores

across the country have made this fruit readily available to consumers. A top selling book called "The Perricone Promise: Look Younger, Live Longer in Three Easy Steps", written by board-certified clinical and research dermatologist Dr. Nicholas Perricone, proclaims acai as "nature's energy fruit", and 1 of 10 foods considered to be "super foods" in the battle against aging. The reasons for the claims are reports of acai's exceptional nutritional qualities, which include the following:

- A high level of antioxidant flavonoids called anthocyanins: higher than blueberries and 10-30 times higher than red wine
- High ORAC level
- A fatty acid content ratio of Omegas 9, 6, and 3, reported as being similar to that of olive oil
- Good fiber content
- Low glycemic index
- Contains vitamins (B1, B2, B3, C, E) as well as iron, potassium, phosphorous, and calcium
- An amino acid complex described as being "almost perfect", that works jointly with trace minerals also found in the fruit
- Contains phytosterols

Some of these attributes have shown promising health benefits in recent studies. The anti-inflammatory, anti-tumor, anti-aging, aphrodisiac, and cardiovascular benefits are being touted by various groups and researchers.

It is certain that acai is a fruit that health conscious consumers will hear more about in the future.



Acai palm trees (*Euterpe oleracea*)

Look for FruitSmart® in the 2006 Tournament of Roses Parade

During the past several years, FruitSmart® Fruit Seeds and Fruit Fibers have appeared in the creative designs of several Rose Parade floats. Float artists use our products to add color and texture to their imaginative and beautiful designs. This parade requires the use of natural materials to decorate all exposed areas of the floats. If you are planning to watch the upcoming Rose Parade on January 2, 2006, 8:00am PST, be sure to look closely at the



"Floragraph"

"floragraphs" (float displays composed of flowers, seeds, and other natural ingredients that are made to look like photographs) and other float decorative details and you just may see our seeds in action.

For more information regarding the Rose Parade, you may visit: <http://www.tournamentofroses.com>.

We Wish You a Peaceful and Joyful Holiday Season

~ Your FruitSmart® Team