



FruitSmart®

The Smart Choice...Naturally

Fruit Ingredient Supplier and Processor

Monthly Newsletter
February 15, 2006
Volume 3, Issue 2

FruitSmart®, Inc.
P.O. Box 177
14502 North Rothrock Road
Prosser, WA 99350
Phone: 509-973-3500
Fax: 509-973-3501
www.fruitSMART.com

Prosser, WA Corporate Office:

Jim Early - President
Cell: 509-832-0724
Email: jeary@fruitSMART.com

James E. Gauley - Vice President
Cell: 509-840-2457
Email: jegauley@fruitSMART.com

Stephanie DeLorme -
Customer Service Coordinator
Email: sdelorme@fruitSMART.com

East Coast Office:

Keith Gauley - Regional Sales
Cell: 781-690-6897
Email: kegauley@fruitSMART.com

Seattle, WA Office:

Becky Olsen - Sales & Marketing
Cell: 206-963-7115
Fax: 206-363-4941
Email: rolsen@fruitSMART.com

Proud users of

Parity Food Enterprise™
software and services:
Parity Corporation is the Leader in
Information Systems & Services for the Small
to Mid-Sized Food Manufacturing Enterprise
www.paritycorp.com

Featured Inventory:

- 65° Apricot Juice Concentrate
- 65° Red Raspberry Juice Concentrate
- 28° Red Raspberry Puree Concentrate
- Red Raspberry Essence
- Blueberry Fiber
- Cranberry Fiber
- Grape Seed Oil

Please call us for a quote.

Fruit Focus: Cupuacu (*that's "coo-poo-uh-sue"*)



Scientific Name:
Theobroma grandiflorum

Common Names:
- English: *cupuassu*
- Spanish: *cupuasú, co
poasú, cacao blanco*
- Portuguese: *cupuaçu,
pupu, pupuaçu*

Cupuacu is a tropical rainforest tree that is common throughout the Amazon basin and widely cultivated in Brazil. It is a close relative to *Theobroma Cacao*, the cacao tree (known to the English as "cocoa").

Cupuacu trees generally grow to be 20 – 30 feet in height, but can grow up to 60 feet tall. Branches grow in groups of three, with smooth dark green leaves that are light green or pale pink on the underside. From June through September, flowers are produced on the branches either singly or in groups of 3 – 5, followed by the production of an oblong, hard-shelled fruit that is brown and rough (once likened to "a football with short fuzzy hair"). The fruit ripens from December through April, and then when fully ripe, it simply drops off the tree and to the ground. When the fruit is cracked open, two valuable components are exposed: a soft, fragrant pulp and large fatty seeds.

The pulp makes up about 40% of the cupuacu fruit, and is white, thick, and a little fibrous. Perhaps its

most distinguishing characteristic is its highly perfumed aroma. Not frequently consumed fresh due to its high acid content, the pulp is instead used more commonly as an ingredient in beverages, preserves, and desserts and is quite popular in Brazil.

The seeds of the cupuacu fruit contain a white, aromatic fat that is similar to that of cacao. The processing of the cupuacu seed produces both a cake-like substance and a butter, which serve as the raw materials used to make a chocolate-type substance known as "cupulate". Said to taste very much like chocolate and naturally without caffeine, cupulate cannot be called "chocolate" for reasons of protection of cacao production. The cake-like substance and the butter are used to make dark and milk versions of cupulate; whereas only the butter is used in producing white cupulate. The butter is also being used in the cosmeceutical industry as a moisturizing ingredient for lipsticks, creams, and hair conditioners. It has been touted as "the Rainforest's answer to shea butter".

Cupuacu is one of many resources which Brazil has been struggling to protect from the threat of "biopiracy", a term basically defined as the commercial development of naturally occurring biological materials, such as plant substances or genetic cell lines, by a technologically advanced country or organization without fair compensation to the people or nations in whose territory the materials were originally discovered.

FruitSmart® Cosmeceutical Ingredients

The success of the cosmeceutical industry has been holding steady and is on the rise. These skin care, hair care, and cosmetic products which also offer therapeutic benefits, can be enhanced with natural forms of vitamins, antioxidants, phytonutrients, and omega-oils which can provide nutrients, moisture, and UV protection to these products. These are the

qualities that can be found in fruit ingredients.

FruitSmart® provides quality fruit extracts, fruit seeds, fruit seed oils, fruit seed powders, and fruit fibers which can naturally enhance cosmeceutical products. Please contact us today to discuss ways to enhance your current projects.

Event Calendar

Western Frozen Food Convention

February 25 - March 1, 2006
San Diego Hotel and Marina, San Diego, California
www.affi.org

IFT Supplier's Night:

(<http://www.ift.org>)

- **Portland: February 27, 2006**
Doubletree-Lloyd Center, Portland, Oregon
- **Puget Sound: February 28, 2006**
Bell Harbor International Conference Center
Seattle, Washington

- **Longhorn: March 9, 2006**
Gaylord Texan Resort, Grapevine, Texas
- **New York: April 25, 2006**
New Jersey Conventions and Exposition Center
Edison, New Jersey
- **Northern California: May 2, 2006**
Oakland Convention Center, Oakland, California
- **Northeast: May 24, 2006**
DCU Center, Worcester, Massachusetts

We look forward to seeing you there!