



# Embrace our **SUPERFOOD** Collection

- **STAY** close to nature
- **DISCOVER** authentic origins
- **BALANCE** your healthy diet



Organic



**SUPERFOOD**

**nexira** 

Innovation Inspired by Nature



## What are superfoods?

The term '**superfood**' is not regulatory defined. However, **superfoods** are generally defined as **food rich in nutrients considered beneficial to your health**. The five characteristics for a food to be a superfood are: **natural origin, nutritional superiority, scientific evidence with a unique story and/or notoriety**.

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Superfoods are often **exotic and trendy**, appealing mainly to **millennials** and found in **many food formats**. These consumers seek to **discover new tastes** with a **health benefit**.

## What consumers are looking for with superfoods?

- **Quality of naturality**

Superfoods have a strong natural image, often supported by storytelling that can satisfy conscientious consumers, seeking organic and clean label products.

- **Original taste**

Sometimes acidic, sometimes sweet but always unique.

- **Health & nutritional benefits**

Superfoods are best known for their antioxidant properties. They are source of fibers, proteins, polyphenols, vitamins and minerals. Thus they can also have benefits for cardiovascular health, weight management, immune health and more.

- **Ethical commitment**

Sustainable sourcing is an essential point for any superfood consumer.



## A growing market

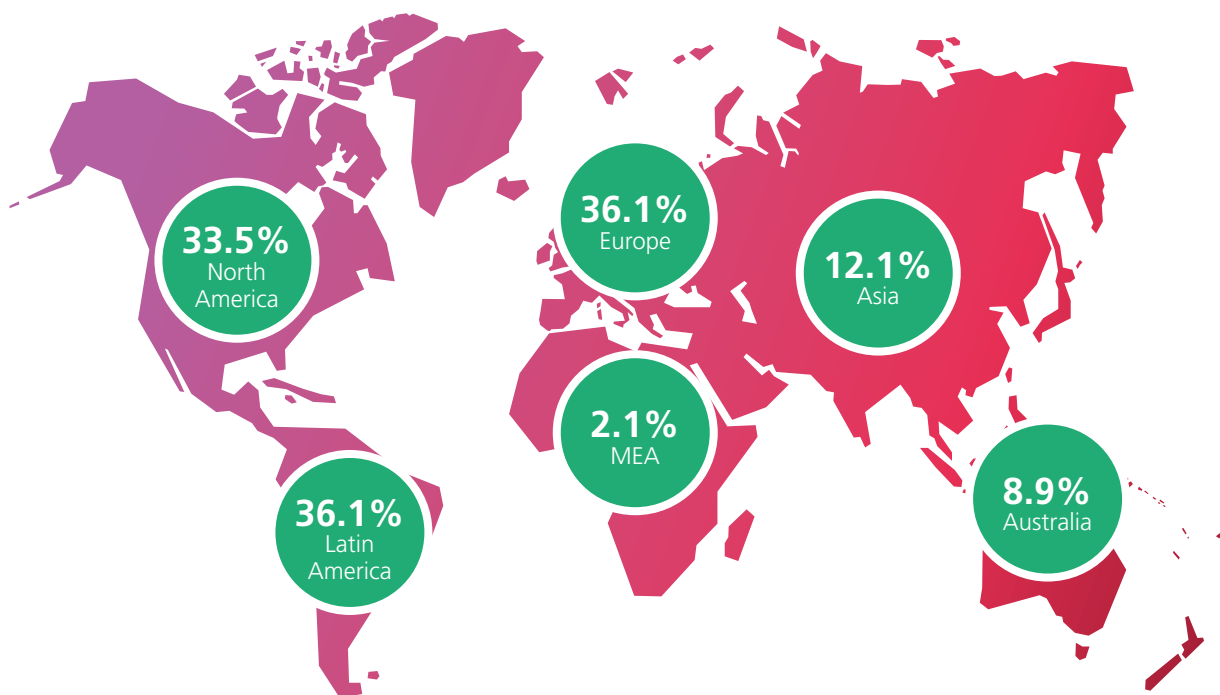
New product launches with superfoods claims

**+4.1%** CAGR 2014-2018<sup>1</sup>



The launch of new superfood products is higher than the launch of dairy alternative products and meat substitutes.

**USA and Europe are most advanced in launching superfood products.**



### What type of products?

Superfoods can be found in many different food formats. Most commonly\*:



**Cereals**  
20%



**Supplements**  
14%



**Snacks**  
11%



**Beverages**  
10.5%



**Sport nutrition**  
8.5%



**Bakery**  
8%



**Confectionery**  
3%

\*Share of launches with a superfood claim in 2018

### Which certifications & claims?

#### • Top 3

Gluten free (**43 %** share of launches in 2018)  
Vegan (**36%**)  
Organic (**35%**)

#### • Nutritional

High in/source of fiber (**30%**)  
High in/source of protein (**27%**)

#### • Health

Antioxidant (**15%**)  
Energy (**15%**)  
Digestion (**9.5%**)  
Immunity (**8%**)



## Nexira, more than 120 years of experience in sustainable sourcing

Discover our range of superfoods, all historically used in their original countries. Nexira has a strong commitment with sustainable sourcing involving:



- Environmental protection
- Social help for local population
- Economical development of the countries

Our ingredients are derived from plants & trees used in local traditional medicine. To go further with our idea of quality, all our superfood ingredients are clean label and some are available in organic form.



- **inavea™ PURE ACACIA**  
**All-natural prebiotic acacia**  
**inavea™ PURE ACACIA** is an all-natural, **organic** and **GMO-free dietary fiber\*** sourced from carefully selected acacia trees. **inavea™ PURE ACACIA** offers a unique sustainability commitment and the value of high digestive tolerance for fiber enrichment and prebiotic effect in a large array of applications.



- **BAOBAB**  
**The superpowers of Africa's tree of life**  
**Symbol of Africa**, baobab is a majestic and impressive tree. Baobab fruit has been traditionally consumed for centuries in Africa for its wide range of **nutritional and medicinal properties**. More recently, baobab has been considered as the new beneficial "**Superfruit**". Fully involved at every step of the **entire baobab supply chain**, Nexira controls and guarantees the **highest quality** for customers (e.g. organic certification, low microbiological load...).



- **CACTINEA™**  
**The leading organic prickly pear**  
Our prickly pear is sourced in Tunisia, where it is **locally grown** with partners, and regularly controlled. Our ingredient is carefully selected and **hand-picked** to guarantee its high quality and to preserve natural resources. Loved for its taste, the prickly pear is also considered as a superfruit, being the richest natural source of **indicaxanthin, the most bioavailable** betalain pigment with proven **antioxidant** and **metabolic health benefits**.

\*to be checked with local regulations



### ACEROLA

This little supercherry is particularly **rich in vitamin C** with a powerful antioxidant activity. Nexira's acerola directly comes from **Brazil**, where we have **close relationships with farmers**.



### BETROOT

A well-known vegetable with recognized benefits for **sports nutrition** products. Our organic beetroot is associated with **organic acacia gum** as a natural carrier, for a **clean label** ingredient.



### CRANBERRY

Cranberry was **used by Native Americans**, who dried and stored the fruits for winter. It is traditionally used for **urinary tract** health.



### GUARANA








Traditionally used in **South America**, especially by the Indians in Amazonia, guarana seed has a **stimulating effect** thanks to its high **caffeine** content.






Nexira's superfoods are an invitation to adventure through its sustainable sourcing from different origins. Our complete range offers various nutritional interests to support a balanced diet with natural, raw or organic powders.

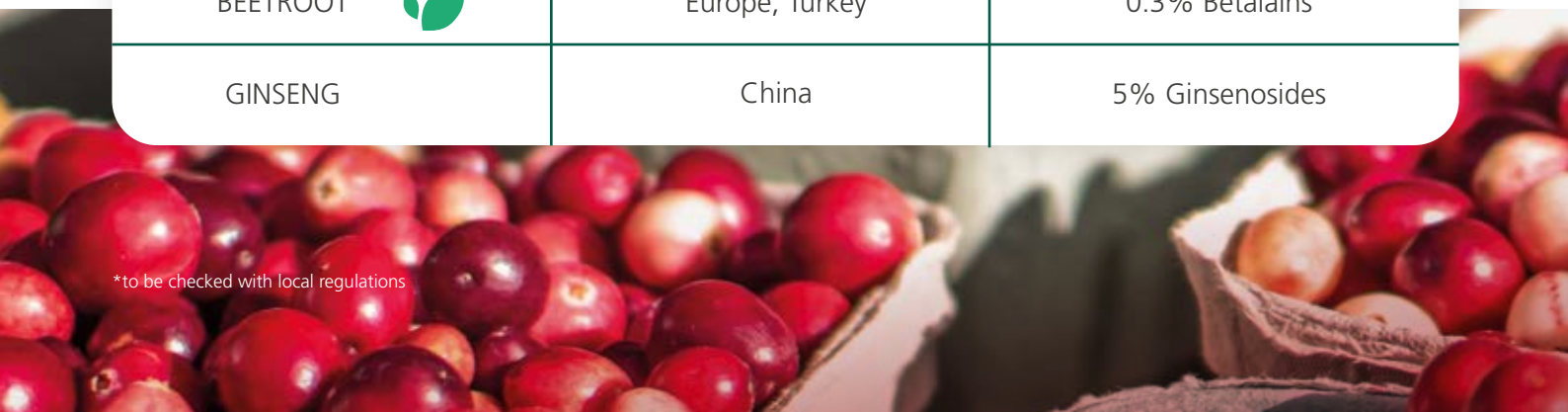
## FRUIT


Superfood	Raw material origin	Specifications
ACEROLA 	Brazil	17% to 36% Vitamin C
BAOBAB 	Africa	45% Fibers*
BLACKCURRANT 	Europe	-
CRANBERRY Exocyan™ 	North America, Chili	10% PACs
ROSE HIP	East Europe	3% Vitamin C
LEMON 	Europe, Turkey	-
PRICKLY PEAR Cactinea™  	Tunisia	0.05% Betalains and 0.03% Indicaxanthin

## ROOT


Superfood	Raw material origin	Specifications
BEETROOT 	Europe, Turkey	0.3% Betalains
GINSENG	China	5% Ginsenosides

\*to be checked with local regulations




Superfood	Raw material origin	Specifications
GUARANA 	Brazil	Caffeine
PLANT PROTEIN (rice, wheat, sesame)	-	Plant-based protein

### LEAF & FLOWER

Superfood	Raw material origin	Specifications
HIBISCUS	Africa	10% Polyphenols
CACTUS Neopuntia™ 	Tunisia	35% Fibers

### BARK & SAP

Superfood	Raw material origin	Specifications
Prebiotic Acacia inavea™ PURE ACACIA 	Africa	90% Fibers*
CINNAMON	Madagascar	25% Polyphenols

### ALGAE AND MARINE ORIGIN

Superfood	Raw material origin	Specifications
CHLORELLA	Korea	50% Proteins
MARINE MAGNESIUM Simag™	Mediterranean region	15% Magnesium



Available in organic grade / All origins are given for information only

All specifications must be checked according to local regulations. This communication is not intended to the final consumer. It provides scientific information for professionals only. Communications to the final consumer have to be checked according to local regulations in force, since the conditions of use are beyond our control. This statement has not been evaluated by the FDA. This product is not intended to diagnose, treat, cure, or prevent any disease.



## Our superfood recipes

Vegan



### AMAZON BOWL

Bowl :

- 1 teaspoon of guarana powder
- 2 teaspoons of goji powder
- 1/2 mango
- 1 passion fruit
- 10 ml water

Toppings:

- Granola
- Strawberry
- Dried coconut chips



### BAOBAB SMOOTHIE

- 80 ml of mango juice
- 40 ml of orange juice
- 40 ml of passion fruit juice
- 25 ml of coconut milk
- 2 teaspoons of baobab pulp powder
- 2 teaspoons of acacia fiber (**inavea™** PURE ACACIA)



### BAOBAB CEREAL BAR

- 43 g cereals: oatmeal, puffed rice (rice, rice syrup), rice flakes, rice flour
- 35 g honey
- 7 g baobab pulp powder
- 6.5 g apple powder
- 4.5 g rapeseed oil
- 4 g acacia fiber (**inavea™** PURE ACACIA)



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