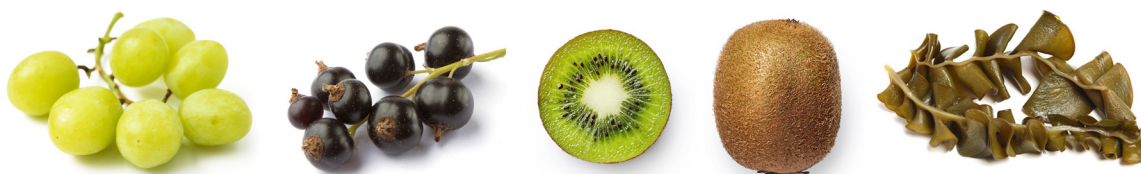


# RAW MATERIALS

New Zealand's **intense sunlight & low levels of pollution** force our fruit to work overtime to **build up protection** from the sun.



The result is New Zealand grown fruit with **much higher levels of antioxidants & polyphenolic compounds** than fruit found anywhere else in the world.

## PURE, TRACEABLE & SUSTAINABLE

- All fruit grown in New Zealand
- Grapes sourced from wineries registered with Sustainable Winegrowing New Zealand ex Marlborough
- No question about raw material origin, like many of our competitors
- Blackcurrants sourced from Nelson and South Canterbury
- Boysenberries sourced from Nelson
- Kiwifruit sourced from the Bay of Plenty
- Wakame (Undaria) sourced from the waters of the Marlborough Sounds

## HIGH BIOACTIVITY

- Grape seeds contain as much as twice the level of polyphenolic antioxidant compounds compared to grapes grown outside of New Zealand
- Kiwifruit skins have almost twice the level of antioxidants compared to kiwifruit grown in the USA or Italy
- Blackcurrants also contain higher levels of antioxidants than those grown elsewhere

## Levels of antioxidant phenolics in New Zealand fruit compared to other parts of the world

