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FROM DREAM TO MAINSTREAM

Press Release

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Açaí of America is More Than Just a Trend

Leading purveyor of organic Açaí is a top choice for New York foodservice

New York, NY (March 2019) It is estimated that there are 24,000 restaurants in New York City.¹ It has also been estimated that the global sales of açaí berry will surpass 1 million metric tons by the end of 2026.² The opportunity to deliver premium quality açaí berries to establishments in New York City and the surrounding tri-state area is tremendous. Will Anderson, founder of [Açaí of America](#) and formerly a consultant at Deloitte Transactions & Business Analytics, has been delivering premium quality açaí berries to New York City's top restaurants, mixologists, juice and smoothie bars, bakeries, bodegas and more for years.

Açaí of America is well-positioned to lead the charge to service this rising demand for açaí in New York City. Will has been traveling to Brazil for a decade cultivating deep relationships with the top açaí producers in the Amazon river basin. With an emphasis on quality control, the açaí berries he sources are high-grade and 100% wild harvested from the best region of the Amazon. Will also knows the New York City market inside and out. In

the beginning, he was selling açaí door-to-door throughout the city himself. He understands the complex needs of foodservice establishments in this bustling, ever-changing city.

Globally, growth is forecasted to continue for this super berry over the next decade. This indicates that açaí is much more than just the latest health trend. In fact, açaí has been a staple of the diet the Amazonian people for thousands of years, since before recorded history.³ Only recently, thanks to global distribution, has the robust flavor and immense health benefits of the Amazon's magical berry showed up on doorsteps in the United States. Americans are mostly drawn to açaí because of



¹ One Man is Illustrating All of the 24,000 Restaurants in NYC. (2018, April 23). Retrieved from <https://untappedcities.com/2018/04/05/one-man-is-illustrating-all-of-the-24000-restaurants-in-nyc/>

² Insights, F. M. (2017, April 19). By 2026-end, Over 1 Million Tonnes of Açaí Berry will be Consumed across the Globe. Retrieved from <https://www.prnewswire.com/news-releases/by-2026-end-over-1-million-tonnes-of-acai-berry-will-be-consumed-across-the-globe-619839323.html>

³ Colapinto, J. (2017, June 19). Strange Fruit. Retrieved from <https://www.newyorker.com/magazine/2011/05/30/strange-fruit-john-colapinto>



its high antioxidant content and other health benefits that give the açai berry “superfood” status. Açai is high in anthocyanins, which are the antioxidants that make the berries purple. Anthocyanins have anti-inflammatory, antimicrobial, and anticarcinogenic properties. They also support eye health, are neuroprotective, prevent LDL oxidation, improve capillary stability, balance cholesterol levels, support immune system, slow the aging process and more.

Will Anderson and Açai of America are the perfect team to bring this delicious, nutrient-packed berry to millions of New Yorkers.

Açaí Ginger Medley Smoothie

Ingredients

1 Pack of Frozen Açai Puree
3 Small Carrots
1/2 Apple
1/4 Cup Strawberries
1/2 Banana
1/2 Cup Almond Milk
1 Teaspoon Ginger
1 Tablespoon Agave (Optional)

Directions

In a blender add frozen açai puree, carrots, strawberries, ginger, agave and bananas. Blend until ingredients are mixed. Add almond milk and blend to a smooth consistency. Pour into a glass and serve.

Açaí Coffee Bowl

Base Mix

1 Pack of Açai of America Açai Puree
1/4 Cup Frozen Strawberries
1/2 Cup Frozen Banana
2 oz Coffee Concentrate
1 Tsp Unsweetened Cocoa Powder
1 Tbs Agave

Toppings

1 Banana Sliced
1/4 Cup Strawberries
1/4 Cup Granola

Directions

In a blender add frozen açai puree, strawberries, banana, coffee concentrate, unsweetened cocoa powder and agave. Blend until ingredients are mixed. Pour into a bowl and top with sliced banana, strawberries and granola.

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About Açaí of America

Founded by former Deloitte business evaluation analyst Will Anderson, Açaí of America sources top-quality açai berry pulp from producers in Brazil's Amazon river basin and sells directly to food service accounts throughout the United States. A staple of the Amazonian people's diet, açai has risen to global recognition in recent years because of its high antioxidant content and other health benefits. Join the Açaí of America community on [Facebook](#), [Twitter](#) and [LinkedIn](#).

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For more information about Açaí of America please visit www.acaiofamerica.com. For media inquiries, requests for product samples, high res images, or to set up an interview with Açaí of America founder Will Anderson, please contact Corie Fiebiger coriefiebiger@christieand.co or at 805-969-3744.