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Product Photos Available

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Açaí of America is a Food Service Favorite

New York-based purveyor of exotic superfood açaí delivers this antioxidant powerhouse to leading US food service accounts.

New York, NY (March 2019) It has been estimated that the global sales of açaí berry will surpass 1 million metric tons by the end of 2026. 80% of global these sales will be açaí berry pulp. North America is said to be at the forefront of this growth. Açaí is used as an ingredient in a wide array of products including protein drinks, beverages, cosmetics and more.¹ Furthermore, the açaí bowl is gaining major traction across the globe because not only do açaí bowls meet demand for the growing healthy consumer, they are also aesthetic perfection for Instagram's over 1 billion users.^{2 3}



At the forefront of this movement is [Açaí of America](#), founded by Will Anderson, formerly a consultant at Deloitte Transactions & Business Analytics. Açaí of America, a leading provider of organic açaí berry pulp to food service accounts, has cultivated their sources of pure açaí berries from the Amazon river basin and adopted a formula based on centuries of acceptance, which reflects açaí's purest form. Açaí of America uses high-grade, premium quality açaí berries that are 100% wild harvested from the best region of the Amazon river basin. The company's superior product paired with a strong quality control approach has made them the go-to supplier of açaí berry pulp for leading cafés, delis, coffee shops, ice cream parlors, diners and more in the

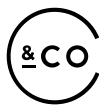
tri-state area, Florida and beyond. Açaí of America's product is so favored that they have picked up nine distributors in the last twelve months.

What is açaí, anyway? Açaí is a nutrient-dense berry that grows wildly on a palm tree in the Amazon river basin. The Açaí berry is a major part of the diet of the people in this region, comprising up to 25 percent of their diet. Archaeological evidence indicates that açaí has been in the native Amazonian diet since ancient times.

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

² Thompson, M. (2017, July 20). What Are Acai Bowls And Why Should I Sell Them? Retrieved from <https://upserve.com/restaurant-insider/acai-bowls-sell/>

³ Constine, J., & Constine, J. (2018, June 20). Instagram hits 1 billion monthly users, up from 800M in September. Retrieved from <https://techcrunch.com/2018/06/20/instagram-1-billion-users/>



Açaí has risen to global recognition in recent years because of its high antioxidant content and other health benefits that given the açaí berry superfood status. Açaí 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.⁴⁵

Try some of classic acai [recipes](#):

Berry Passion Bowl

Ingredients

Base Mix:

- 1 Pack of Açai of America Açai Puree
- 1/3 Cup Frozen Strawberries
- 1/3 Cup Frozen Blackberries
- 1/3 Cup Frozen Raspberries
- 2 oz Almond Milk
- 1 Tablespoon Agave

Toppings:

- 1/4 Cup Strawberries
- 1/4 Cup Blackberries
- 1/4 Cup Raspberries
- 1/4 Cup Granola

Directions:

In a blender add frozen açai puree, strawberries, blackberries, raspberries and agave. Blend until ingredients are mixed. Add almond milk and blend to a smooth consistency. Pour into a bowl and top with strawberries, blackberries, raspberries and granola.

Açaí Cocoa Almond Butter Smoothie

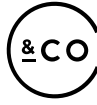
Ingredients:

- 1 Pack of Frozen Açai Puree
- 2 Tablespoons Almond Butter
- 1 Banana Peeled and Sliced
- 1/2 Cup Almond Milk
- 2 Teaspoons Cocoa Powder
- 1 Teaspoon Agave
- 1/4 Teaspoon Cinnamon
- Dash Cayenne Pepper

Directions

⁴ 5 Impressive Health Benefits of Acai Berries. (n.d.). Retrieved from <https://www.healthline.com/nutrition/benefits-of-acai-berries>

⁵ Learn More About the Açai Berry. (n.d.). Retrieved from <http://www.acaiofamerica.com/the-acai-berry/>



In a blender add frozen açai puree, almond butter, agave and bananas. Blend until ingredients are mixed. Pour into a glass and top cocoa powder, cinnamon and cayenne pepper.

When Anderson discovered the incredible benefits of açai, he wanted to bring his business acumen to the industry so that everyone could experience this magical food. “The more I learned about the anti-aging, anti-inflammatory, and anti-carcinogenic properties of açai, the more I knew I had to help bring this mighty purple berry to the world,” he says. “I found an incredible producer in the Amazon River Basin and started selling the frozen berry pulp door-to-door throughout New York City myself. Today we have widespread distribution in the tri-state area and are expanding every day.”

Today Açai of America is a main açai distributor for leading food service establishments throughout the tri-state area.

About Açai of America

Founded by former Deloitte business evaluation analyst Will Anderson, Açai 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 Açai of America community on [Facebook](#), [Twitter](#) and [LinkedIn](#).

Media Contact:

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

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