

CHRISTIE & CO

FROM DREAM TO MAINSTREAM

PRESS RELEASE

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Product Samples Available

Will Anderson
Explore Superfoods

Açaí of America Expands as Explore Superfoods at Summer Fancy Food Show at Booth #5669

Leading purveyor of açai rebrands with expansion & introduction of unique nutrient-rich exotic superfoods

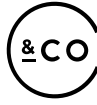
New York, New York – JUNE 19, 2019 Superfoods have become wildly popular on a global scale, with an expectation to grow at a CAGR of 15.70% until 2022.¹ Açai berries, often considered the golden child of superfoods, are expected to reach global sales of more than 1 million metric tons by the end of 2026.² This indicates that more and more people across the globe are ready to explore the rich flavors and nutritive properties of this powerhouse berry. Açai of America has been at the forefront of this global phenomenon as a leading provider of organic açai berry pulp to food service accounts along the east coast for years. They have longstanding relationships with their harvesting partners around the world and have continued to expand as they've explored other nutrient-rich exotic superfoods in partnership with local communities. Aligning with their continued expansion and capturing the spirit of the company's mission, Açai of America is proud to announce their expanded brand as Explore Superfoods that will be unveiled at the Fancy Food Show this June. **Visit Explore Superfoods at booth #5669**

Founder Will Anderson has been traveling to Brazil to build relationships with his partners and source the nutrient rich bounties of the region for almost a decade. He has developed deep relationships with the best producers in the region and is dedicated to importing the highest quality açai back into the United States. The company has continued to expand as their food service partnerships continue to grow and they expand into retail distribution with their branded products. The growing demand has resulted in the opportunity to introduce other nutrient-rich exotic superfoods like Pitaya and many others, aligned with soaring consumer demand for plant-based lifestyles and food-based nutrients.



¹ Markets, R. A. (2018, June 27). *Global Superfoods Market 2018-2022*. Retrieved from <https://www.prnewswire.com/news-releases/global-superfoods-market-2018-2022-challenges-trends-drivers---market-to-grow-at-a-cagr-of-1570-300590299.html>

² 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-acai-berry-will-be-consumed-across-the-globe-619839323.html>



“People all across the globe are ready to explore to the vast bounty of nutrient-rich superfoods produced by regions like the Amazon River Basin. There are exotic superfoods that are dynamic in flavor, rich in nutritional and antioxidant content and can truly transform health often used for centuries in traditional cultures of these regions,” says Anderson. “I see it as our mission to introduce these incredible nutrient powerhouses rooted in such deep history to all Americans and celebrate the power of the cultures and regions in which they originate.”

The rebrand was led by brand strategy & communications firm [Christie & Co](#) , with more than 26 years of experience in the natural products industry. “When I met Will, I immediately knew that he had the capacity to be a game-changer in the space. We wanted to develop a brand that embodied the spirit of the company’s mission and would inspire people to adventure into the dynamic flavors, nutrients, and cultures of these unique exotic superfoods,” says Gillian Christie, founder of Christie & Co.

Introduce your palate to the exotic flavors of Brazil with this **Brazilian Superfood Smoothie**

INGREDIENTS

1 packet Explore Superfoods pure açai
1 frozen banana
1 scoop Organic Camu Camu
½ cup Coconut Water
½ cup soaked brazil nuts
½ cup unsweetened coconut flakes
1 drop Stevia
**Serves 2.*

DIRECTIONS

Add ingredients to blender, blend until smooth adding more liquid if needed. Enjoy!

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About Explore Superfoods

Founded by former Deloitte business Valuation Consultant, Will Anderson, Explore Superfoods (formerly Açai of America) sources top-quality, nutrient-rich superfoods like 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 Explore Superfoods community on Facebook, Twitter and LinkedIn.

Media Contact

For more information about Explore Superfoods, please visit www.acaiofamerica.com. For media inquiries, requests for product samples, high-res images, or to set up an interview with Explore Superfoods founder Will Anderson, please contact Bryn Crutchfield via email at bryn@christieand.co or 805-969-3744.

Be sure to visit the Explore Superfoods community on [Facebook](#), [Twitter](#) and [LinkedIn](#).