

# CHRISTIE & CO

FROM DREAM TO MAINSTREAM

## PRESS RELEASE



### FOR IMMEDIATE RELEASE

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### Product Samples Available

Will Anderson  
Explore Superfoods

## The Rising Trend of Açai has the Health Food Industry Hungry for More High Nutrient Foods

*Explore Superfoods provides high quality açai and pitaya purées to meet rising popular demand!*

New York, New York – A recent industry report from Credence Research states that the global açai berry market is anticipated to grow at a CAGR of 12.6% from 2017 to 2025. The report points to several trends that are contributing to this exciting growth. One main contributor is the expansion of global demand for healthy foods. In fact, superfoods, generally known as the healthiest, most nutrient dense foods on the planet, are experiencing massive growth overall, with an expected CAGR of 17% by 2023.<sup>1</sup> Another is the increasing purchasing power in developing economies, which further expands the opportunities for these powerful foods.<sup>2</sup> To meet the rising trend of real wellness, Explore Superfoods provides delicious tasting, high quality açai and pitaya purées.

Founder Will Anderson was ahead of the curve on this rapidly spreading superfood phenomenon. On a trip to Brazil, Will discovered the incredible wellness benefits of these nutrient dense foods and knew that he had a new mission - to embrace the power of real, harnessing the wisdom of nutrient dense plants and inviting people everywhere to discover the delicious benefits. Anderson left his job at Deloitte over 10 years ago to begin bringing the power of the Amazon's açai berry to Americans. Since then, he has built deep relationships and a real respect for all who share their harvest, including the region's top producers. Today, Will is one of the premier açai distributors in the tri-state area and is beginning to use his success to open up opportunities to introduce more potent superfoods into the market. In September, he will be introducing an organic pitaya purée to his top New York City accounts. Pitaya, or dragonfruit, like açai is positioned for massive growth due to the global demand for healthy foods.<sup>3</sup>

<sup>1</sup> *The superfoods market will register a CAGR of almost 17% by 2023.* (2019, May 2). Retrieved from <https://finance.yahoo.com/news/superfoods-market-register-cagr-almost-220200519.html>

<sup>2</sup> Credence Research. (2019, July 10). *Acai Berry Market By Form, By Application 2017-2025.* Retrieved from <https://www.reuters.com/brandfeatures/venture-capital/article?id=130062>

<sup>3</sup> Global Pitaya Market Expand with Significant CAGR During 2019-2025: Stats and Reports. Retrieved from <https://icrowdnewswire.com/2019/01/21/global-pitaya-market-expand-with-significant-cagr-during-2019-2025-stats-and-reports/>



Explore Superfood delivers their top quality açai purée to food service accounts, like restaurants, juice bars and cafes where the demand for açai and dragonfruit bowls is growing rapidly due for its' superfood status. Driven by a general demand for healthier foods, and for the bowls' Instagram-friendly aesthetic, more and more food service establishments are offering this healthy trend for loyal customers. To give you an idea of the exceptional popularity of the açai bowl, there have been close to 1.4 million #acaibowl posts on Instagram as of this moment.<sup>4</sup>

"Ever since I first stepped foot in Brazil, I knew these incredible foods had the potential to reach superstar status," says Anderson. "I'm excited to be part of the movement to make these superfoods household staples in the United States and beyond."

### **About Explore Superfoods**

Founded by former Deloitte business Valuation Consultant, Will Anderson, Explore Superfoods 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 Superfood please visit [www.acaiofamerica.com](http://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 [bryn@christieand.co](mailto:bryn@christieand.co) or at 805-969-3744.

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

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<sup>4</sup> (n.d.). Retrieved from <https://www.instagram.com/explore/tags/acaibowl/>