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FROM DREAM TO MAINSTREAM

PRESS RELEASE

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Product Photos Available

Will Anderson
Explore Superfoods

Explore Superfoods Feeds Demand for Nutrient-Rich Foods

Leading superfood purveyor delivers the powerful spirit of the Amazon to the United States

It is no secret that the United States has a big appetite for superfoods. Named for their ability to pack a nutritional punch, the popularity of this array of fruits, vegetables and grains shows no signs of slowing down any time soon, with steady growth forecasted until at least 2022.¹ Some of the leading superfoods in the US include fruits harvested from deep in the Amazon: açai and pitaya. Consider these industry figures: the global açai berry market has been estimated to be valued at \$696 Million as of 2016 and is forecasted reach more than \$2 Billion in 2026.² Demand for pitaya a.k.a dragon fruit has grown 40% in volume on average over the last three years³ and has become so popular that Starbucks has created their popular new Dragon Drink with a dragon fruit base.⁴

The world is ready to explore the rich cultural flavors of the Amazon and [Explore Superfoods](#) founder Will Anderson is ready to deliver them. Will has been traveling to Brazil to source the nutrient-rich bounties of the Amazon river basin for almost a decade. He has developed deep relationships with the best producers in the region, places deep care in the harvesting of these powerful plants and is dedicated to importing the highest quality superfoods back into the United States. Will has been a leading distributor of wildly popular açai berry purée in the tri-state area for many years and has recently started introducing other diverse, nutrient-rich superfoods like pitaya to his food service clients whose customers are hungry for healthier, more diverse plant-based foods.



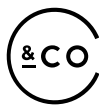
“Consumers in the United States have really become insatiable with regards for superfoods and with good reason. The fruits that we wild-harvest from the Amazon River Basin are truly some of the most nutrient-dense

¹ Markets, R. A. (2018, June 27). Global Superfoods Market 2018-2022: Challenges, Trends & Drivers - Market to Grow at a CAGR of 15.70%. 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 Nikam, A. (2019, March 2). Acai Berry Market Prevalent Opportunities at US\$ 2,285.7 Mn up to 2026. Retrieved from <http://www.dailychronicle24.com/2019/03/02/acai-berry-market-prevalent-opportunities-at-us-2285-7-mn-upto-2026/>

³ David, C. (2019, March 26). Dragon fruit - You might call it a monster sales opportunity. Retrieved from <https://www.produceretailer.com/article/news-article/dragon-fruit-you-might-call-it-monster-sales-opportunity>

⁴ Taylor, E. (2019, May 02). I Tried the New "Dragon Drink" From Starbucks So You Don't Have To. Retrieved from <https://www.vogue.com/article/i-tried-the-new-dragon-drink-from-starbucks-so-you-dont-have-to>



foods in the world,” says Will. “These incredible plants are dynamic in flavor, rich in nutritional and antioxidant content and can truly transform health.”

Superfood PB & J Smoothie

Makes 2 small smoothies

INGREDIENTS

1 packet Explore Superfoods pure açai
1 banana
1 scoop spirulina
1 scoop hemp protein powder
2 tbsp almond butter
1 cup nut milk
1 cup blueberries

DIRECTIONS

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

Pitaya Party Bowl

Makes 2 small smoothies

INGREDIENTS

1 packet Explore Superfoods pure pitaya
1 frozen banana
1 cup nut milk
1 handful ice
1 scoop vanilla protein powder

Toppings

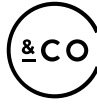
Blueberries
Slivered almonds
Coconut flakes
Banana
Granola

DIRECTIONS

1. Add ingredients to blender, blend until smooth adding more liquid if needed. Enjoy!
2. Top with toppings of choice – share your creation on social media using #exploresuperfoods for a chance at a repost.

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 more information on Christie & Co, please visit www.christieand.co. 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.

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