

PRESS RELEASE

NXTDRIED ACHIEVES NUTRITION WORLD RECORD WITH 25% VITAMIN C CAMU CAMU 14/04/20

NXTDRIED Superfoods SAC of Peru have launched a Camu Camu powder which contains an extraordinary 25% vitamin C, a world record high level of vitamin C for a 100% natural product.

Conventionally dried Camu Camu (*Myrciaria dubia*) typically only contains up to 6% vitamin C, even with the seeds removed.

NXTDRIED Camu Camu has simply been carefully selected and cleaned then we have used NXTDRIED's proprietary preparation, conditioning and dehydration processes to fully preserve all the natural goodness, especially the vitamin C.

The final powder has less than 3% moisture with absolutely nothing added! A fresh, pinky powder full of sharp Camu Camu flavour.

Fresh Camu Camu is sourced from our communities of farmers in northern Peru and selected for optimum ripeness and natural vitamin C content.

NXTDRIED has successfully applied patented low temperature vacuum dehydration processes that are now becoming the *de facto* standard internationally for drying cannabis as they are proven to retain virtually ALL natural flavours, colours, vitamins and bio-actives.

"Our 25% vitamin C Camu Camu demonstrates that we can achieve extraordinary things with natural products, at a time when healthy and nutritious ingredients have never been so important", stated Dafydd Davies, Director EMEA at NXTDRIED, and he added "and we are committed to investing further in nutritional R&D to meet the increasing healthy eating and snacking demands of the food industry and consumers".

NXTDRIED Camu Camu can easily be added to a wide variety of foods and beverages, providing essential vitamin C goodness, natural acidity and colour. In addition, it is used as a natural preservative in processed foods and baked goods to extend shelf life and supports raw food and clean label solutions. Available as conventional or organic.

Contact info@nxtdried.com or visit www.nxtdried.com for further information and to request samples.

Close

Photos:

- **Fresh Camu Camu**
- **NXTDRIED Camu Camu powder**



About Camu Camu and Vitamin C

Camu Camu grows on riverside trees from the Amazon rainforest in Peru and is a small reddish-green fruit with an acidic taste.

It is a leading Peruvian superfood because of its many beneficial effects. As well as being naturally high in vitamin C (10 times higher than fresh oranges) fresh Camu Camu contains important antioxidants and is high in fibre. See <https://peru.info/en-us/gastronomy/news/2/12/camu-camu--discover-the-benefits-of-the-fruit-with-the-highest-source-of-vitamin-c-on-the-planet->

Vitamin C, also known as ascorbic acid, is important to the growth, development and repair of body tissues. It is found in many fresh fruits and vegetables to different levels, and the recommended daily intake for Women is 75mg and 90mg for Men. Vitamin C, through its antioxidant properties, has been proven to support immune health and help prevent or reduce different diseases, with substantial research published.

About NXTDRIED

NXTDRIED Superfoods SAC is a tech-based food company based in Peru that has been created to deliver truly extraordinary nutritional products for healthy snacking, for nutritious ingredients in manufactured foods and HORECA, as well as being used as producing components and extracts for food supplements and nutraceuticals.

Located in Cajamarca, northern Peru, NXTDRIED is a joint venture between two leading food innovation and nutrition businesses, the Fresh Business group with offices in Bilbao (Spain), Lima (Peru) and London (UK), and Villa Andina of Cajamarca and Lima in Peru, a leading supplier of organic dried products. We are BRC accredited and have key organic and quality certifications with our partner Villa Andina.

The NXTDRIED Lab provides R&D, Innovation, NPD and Technical Support to manufacturers and ingredients suppliers seeking to innovate using NXTDRIED products as well as undertaking internal R&D. Our NXTDRIED Lab's international network includes scientists, NPD specialists and chefs alongside our own team in Peru and Europe.

We are focused on achieving world leading levels of nutrition and product performance in dehydrated fruits, herbs and spices. Camu Camu is part of an expanding range of our new superfoods.

Extraordinary, super-crunchy textures, bright natural colours, intense flavours and aromas, and of course achieving new levels of retained natural goodness, vitamins and bio-actives. Available in organic and conventional products.



www.nxtdried.com



NXTDRIED Superfoods SAC

See more information at <https://www.nxtdried.com/camu-camu-myrciaria-dubia/> and also

For further information and to request samples:

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