

CrاندOr™  
ACASOL

BluedOr™  
SUNBLUE

Natural  
**SOLUBLE BERRY  
POWDERS**

**FruitdOr™**



# Elevate your formulations with our fruit-derived, soluble and no added sugar, color or flavor natural solutions

Our soluble powder ingredients are perfect for jazzing up any formulation, including juices, shots, liquid supplements, chocolate, dilutable powders, smoothies, sports drinks, and more. Fruit-derived, natural, soluble and with no added sugar, color or flavor, for better nutrition.

## Why choose Cran d'Or™ Acasol and Blue d'Or™ Sunblue?

Innovate with our blend of **AcaSol**, a signature taste of cranberry with a bright and tart flavor, or with our blend of **SunBlue**, a taste of bursting sweet and tart blueberries. Our cranberries (*Vaccinium macrocarpon*) and wild blueberries (*Vaccinium angustifolium*) are grown in the Nordic climate of North America in our farms, then transformed at the peak of its ripeness in our own facilities. The finest cranberries and wild blueberries on the market, paired with our vertically integrated manufacturing, deliver the brightest colors and flavors.

Looking to pioneer nature's potential for market success? Look no further.



# Nothing more than a concentration of goodness.



## **Cran d'Or™ AcaSol**

is made from organic cranberry concentrate juice powder with a 12:1 ratio (whole fruit: concentrate juice powder).



## **Blue d'Or™ SunBlue**

is made from wild blueberry concentrate juice powder with a 8:1 ratio (whole fruit: concentrate juice powder).

## Consumers want:



### **Less added sugars, real fruits**

Consumers want more and more reduced sugar drinks, especially Gen Z and young Millennials. Energy drinks, iced tea, iced coffee & carbonates are driving growth in sugar reduction product categories. Both **AcaSol** and **SunBlue** have zero added sugars and are fruit-derived.



### **Superior taste**

Beverages with less sugar still need to be fun and appealing to the senses, as consumers want taste profiles considered healthy, indulgent and pleasant.

- Cranberry is among the top 10 rising flavors in North and Latin America.
- Wild blueberries have been scientifically confirmed to be more "floral," "fruity," "sweet," and "blueberry" than other blueberries varieties.



### **Flavors opportunities**

Beverages represent an important area of experimentation for consumers, with increasing demands for new fruity and botanical tastes. Cranberry and wild blueberry are two exciting flavors for consumers to enjoy and repeat.

# The Fruit d'Or difference

## **Our berries never leave our sight**

As most of our berries are grown in our very own fields, we pamper our berries every step of the way, from nature to the final product. With an integrated approach across production lines and field-to-delivery traceability, we have complete control over the journey from seeds to crops to the finished product. All of our ingredients undergo rigorous testing to maintain the unmatched quality Fruit d'Or is known for as well as compliance with the strictest organic and food safety standards. Thanks to our in-house agronomists, we constantly improve our growing and harvesting practices so that you can rest assured that you are getting the very best ingredients your discerning customers want.

## **High quality supply chain & certifications**

We diligently adhere to the highest organic and food safety standards and possess the relevant certifications. As the world's largest grower and processor of organic cranberries, and the second largest in organic wild blueberries, we are dedicated to delivering high quality. No solvent is added in the manufacturing process. The process complies with the Food and Drugs Act (R.S.C., 1985, c. F-27) and with the Safe Food for Canadians Regulations (SOR/2018-108) of the government of Canada, with the Food Safety Modernization Act of the U.S. Food and Drug Administration, with General Food Law ((EC) N°178/2002) and other applicable European food laws.

We pamper our  
berries every step of  
the way.



Learn more about our  
organic farming story



# Crando<sup>Or</sup> ACASOL

**Organic and conventional**

**Berry provenance**

Nordic regions of Canada  
Manufactured in United States

**Flavour**

Typical cranberry: bright and tart

**Color**

Intense red to dark pink

**Shelf life and storage recommendations**

36 months stored in a dry and cool place

**Certifications**



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**Suggested flavor pairings**

Orange, cinnamon, thyme, strawberries, dairy, calendula, and more.

# Blued<sup>Or</sup> SUNBLUE

**Conventional**

**Berry provenance**

Nordic regions of Canada  
Manufactured in United States

**Flavour**

Typical blueberry: sweet and acid

**Color**

Deep blue to violet

**Shelf life and storage recommendations**

36 months stored in a dry and cool place

**Certifications**



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**Suggested flavor pairings**

Vanilla, lemon, yogurt, rosemary, chocolate, lavender, and more.

# Elevate wellness with our effective solutions

## VERSATILE APPLICATIONS



Gummies



Capsules



Functional  
food



Beverages

## Research references

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Forney, C. F., Qiu, S., Jordan, M. A., McCarthy, D., & Fillmore, S. (2022). Comparison of volatile compounds contributing to flavor of wild lowbush (*Vaccinium augustifolium*) and cultivated highbush (*Vaccinium corymbosum*) blueberry fruit using gas chromatography-olfactometry. *Foods*, 11(16), 2516.

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**Legal Notice:** These products are not intended to diagnose, treat, cure or prevent any disease. Please note that the physiological activity described herein is supported by the referenced studies reported. It is the responsibility of the distributors of finished products containing these ingredients to determine whether the claims made for these products are legal and in compliance with the laws of the country in which the products will be marketed.



# Purity from the ground up

Consumers are looking for pure, clean ingredients. Fruit d'Or is a proven leader and expert in cultivating and processing the finest cranberries and wild blueberries on the market. With a deeply rooted belief in sustainable and vertically integrated production, every step – from the seeds we sow to the crops we harvest to the finished ingredients we create – is meticulously monitored to ensure we only deliver the very best. Experience Fruit d'Or's proven authenticity, quality, consistency, and effectiveness – right from our fields to your natural health solutions.

Contact us for more information about these exciting opportunities

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**FruitdOr**