



FRUIT´N UP YOUR LIFE

FRUIT + SUPPLEMENTS = HEALTH<sup>2</sup>  
Fruitgummies made from Fruit + Healthy Fortifications

PARADISE  
FRUITS  
HEALTH | by Jahncke

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PARADISE  
FRUITS  
HEALTH | by Jahncke

## OUR COMPANY

- ✓ Made in Germany
- ✓ 5th generation family-owned
- ✓ Medium-sized company
- ✓ Fruit is our core competence
- ✓ Group of 5 companies
- ✓ Work force: 500 people
- ✓ 4 production sites



## THE NEW HEALTH

Fruitgummies made from fruit with added supplementation – combining great taste, ease of use, great taste and healthiness. Try them and you will love them!

### Fortification Possibilities

- ✓ Vitamins
- ✓ Minerals
- ✓ Botanicals
- ✓ Probiotics

### Healthy Ingredients

- ✓ Fruit
- ✓ Fruit pectin
- ✓ No animal-derived gelatin
- ✓ No added sugars



## THE REVOLUTIONARY CONCEPT

- ✓ Fruitgummies made from real fruit with added supplementation
- ✓ Yummy, fun, easy-to-use and healthy – a unique combination
- ✓ Easy to swallow
- ✓ Perfect to address the plant-based trend
- ✓ Great format to address pill-fatigue
- ✓ Gummy format supports the user's healthy self-image
- ✓ Formulas for all age groups
- ✓ A gummy, is not a pill, capsule or tablet
- ✓ Perfect for on-the-go consumption
- ✓ Bespoke formulas as well as ready-made options
- ✓ Formulas answering all the important self-improvement requests



# VITAMINS AND MINERALS

Healthy snacking plus fruity delight: our fortified products are the perfect way to transform positive health effects into a splendid taste experience. Using unique fruit processing, our extensive range of high-quality nutritional supplements combines all nutraceutical benefits with great taste in a healthy format.

## BENEFITS

- ✓ Allergen free<sup>1</sup>
- ✓ Clean label
- ✓ Low-fat
- ✓ Fruit & veggie blends
- ✓ Halal
- ✓ Maximum fruit content<sup>2</sup>
- ✓ No added beet or cane sugar<sup>3</sup>
- ✓ No HFCS
- ✓ Non-GMO
- ✓ No artificial colors or preservatives
- ✓ No artificial flavors
- ✓ Pectine gel structure
- ✓ Vegetarian/ partially vegan

## IN SHAPE

- ✓ Bear
- ✓ Cube
- ✓ Dome
- ✓ Raspberry
- ✓ Other shapes on request

## IT'S ALL ABOUT TASTE

- ✓ Absolutely fruitylicious!
- ✓ Melts in the mouth
- ✓ Various flavors: Raspberry, Mango, Blackberry
- ✓ other flavours on request

<sup>1</sup> Gluten-, dairy-, soy-, sulfur-dioxide-, peanut- and nut-free  
<sup>2</sup> Fruit content and final calculation may vary according to consumer requirements  
<sup>3</sup> Based on fruit drops, using non-standardized pectin  
Dietary supplements are no substitute for a varied and balanced diet and a healthy lifestyle. The recommended daily intake must not be exceeded.



# PERFECT FOR EVERYONE

Endurance runners, high jumpers, bubbly kids or energetic seniors - every body is different. That's why our range of fortified shapes is designed to meet very different needs. So while we don't have one for all, we do have something for everyone!

## GENERATIONS

Suitable for adults, multivitamin fruit shapes for vitality

## UNIVERSAL

Suitable for people of all ages from 3 years onwards, fortified with vitamins and minerals

## HEALTH BENEFITS

Suitable for all ages from 3 years onwards, ideal for providing an added daily boost of vitamins, minerals or extracts, addressing individual supplementation

## ACTIVE

Suitable for more active and busy lifestyles, fortified with caffeine, vitamins and minerals



# BOTANICALS

Healthy food is becoming more and more popular. So, it comes as no surprise that the demand for natural botanicals is steadily increasing. They lend every product an appealing and genuine appearance, ensure authentic taste – and make it possible to declare it as a natural food. Embedded in a delicious fruit matrix, botanicals offer many benefits to the consumer: in terms of health, attractive appearance and enjoying a natural product, etc.



## BENEFITS

- ✓ Allergen free<sup>1</sup>
- ✓ Clean label
- ✓ Low-fat
- ✓ Fortification
- ✓ Free-flow format
- ✓ Fruit & veggie blends
- ✓ Great taste
- ✓ Maximum fruit content<sup>2</sup>
- ✓ Natural fruit goodness
- ✓ No added sugar<sup>3</sup>
- ✓ No artificial colors or preservatives
- ✓ No artificial flavors
- ✓ No HFCS
- ✓ Non-GMO
- ✓ Pectin gel structure
- ✓ Unique, fruit' shape
- ✓ Vegan

## IN SHAPE

- ✓ Cube
- ✓ Dome
- ✓ Rhombus
- ✓ Other shapes on request

<sup>1</sup> Gluten-, dairy-, soy-, sulfur-dioxide-, peanut- and nut-free  
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## POWER OF NATURE

Tasty – healthy – functional: our innovative botanical shapes offer a wide assortment of benefits with a focus on several health aspects:

- ✓ Immunity: Elderberry CUBE & Zinc
- ✓ Beauty/ Immunity/ Healthy aging: Apple Greentea DOME & Vitamin E, Selenium, Zinc & Copper
- ✓ Fat metabolism: Apple Greentea DOME & Greentea extract, Peperine & Choline
- ✓ Brain/Relax: Banana DOME & Chamomile, Valerian, Melissa extracts, Zinc & Copper
- ✓ Immunity: Mango Turmeric DOME & Zinc
- ✓ Adaptogen: Bio Blueberry DOME & Ashwagandha powder





# PROBIOTICS\* + TASTY FRUIT

Delicious fruit matrix accompanied by well proven probiotics\*: With our fortified fruit gums we've finally found a convenient and delicious way to end pill fatigue. The brand-new product in our health division merges several trends. Global markets for gut health products are growing rapidly, as is the interest in functional foods and fruit gums. Now we have the perfect solution!

## BENEFITS

- ✓ Allergen free <sup>1</sup>
- ✓ Clean label
- ✓ Low-fat
- ✓ Halal
- ✓ Maximum fruit content<sup>2</sup>
- ✓ No added beet or cane sugar<sup>3</sup>
- ✓ No artificial colors or preservatives
- ✓ No artificial flavors
- ✓ No HFCS
- ✓ Non-GMO
- ✓ Vegan, vegetarian

<sup>1</sup> Gluten-, dairy-, soy-, sulfur-dioxide-, peanut- and nut-free

<sup>2</sup> Fruit content and final calculation may vary according to consumer requirements

<sup>3</sup> Based on fruit drops, using non-standardized pectin  
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\* legal status of the word Probiotics can vary by country



## THIS IS HOW IT WORKS

### BACILLUS SUBTILIS (DE111®) IS:

- ✓ Tough enough to withstand high temps
- ✓ Ideal for gummy "Kitchen"
- ✓ Can handle wide range of pH, so it survives the stomach
- ✓ Activates quickly inside the gut to provide speedy results
- ✓ Gummy-friendly
- ✓ Easily soluble
- ✓ Concentrated form
- ✓ Genome-sequenced
- ✓ Passed 30+ safety and efficiency tests
- ✓ Supports digestive health and immune health in adults and children

### DOUBLE IMPACT

By offering probiotics\* in a tasty and convenient format we make life so much easier for people trying to stay healthy. They don't have to worry about refrigeration. And they don't have to wrinkle their nose and hold their breath when trying to swallow a pill. They can enjoy downing these helpful bacteria as a delicious guilt-free treat.



# FREEZE-DRIED TREATS

Our freeze-dried fruit powders are the perfect base for smoothies: 100% natural and full of valuable ingredients, they combine enjoyment with health. Whether single fruits or individual mixtures, the convenient, free-flowing powders offer flexibility and are very easy to use.

The Green Smoothie Mix powder\*, for example, is a real energy booster. It contains vitamins B5 and B6 which contribute to the reduction of tiredness and fatigue.

\*(Not a substitute for a varied and balanced diet).



# THE DROP WHO PACKS A PUNCH!

Our SMOOTHIE DROPS offer a completely new taste experience: pure fruit or in combination with yogurt or vegetables, with or without added sugar and fortification.

The gentle production process at low temperatures preserves the goodness of the ingredients used, so the products can contribute to a healthy lifestyle. The liquid base allows us to combine a wide variety of ingredients.

For example: the coconut berry drop with inulin offers a high fiber content and a unique taste explosion. After the first crunchy bite, the drop melts in the mouth.

## BENEFITS

- ✓ Allergen free<sup>1</sup>
- ✓ Clean label
- ✓ Easily soluble
- ✓ Maximum fruit content<sup>2</sup>
- ✓ No added beet or cane sugar<sup>3</sup>
- ✓ No artificial colors or preservatives
- ✓ No artificial flavors
- ✓ Non-GMO
- ✓ Partially halal
- ✓ Vegetarian
- ✓ Kosher certified
- ✓ Organic or conventional

## IT'S ALL ABOUT TASTE

- ✓ Green powder mix
- ✓ Red berry mix
- ✓ Tropical mix
- ✓ Numerous fruit and vegetable
- ✓ Powders in various combinations

## BENEFITS

- ✓ Allergen free<sup>1</sup>
- ✓ Clean label
- ✓ High-fibre
- ✓ Kosher
- ✓ Maximum fruit content
- ✓ No added beet or cane sugar<sup>3</sup>
- ✓ No artificial colors or preservatives
- ✓ No artificial flavors
- ✓ Non-GMO
- ✓ Organic
- ✓ Partially halal
- ✓ Partially low-fat
- ✓ Vegetarian

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