

US Gets New All-Brazilian Açaí Berry Concoction

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A new all-natural drink made from the Brazilian Amazon's açaí berry has been launched in the American market. It's Brazil Gourmet Açaí Nectar, which is being imported by Liberty Imports, a company based in Allentown, Pennsylvania.

"The açaí berry is a real miracle of the Amazon," company executive Simone Anewalt said. "It contains more antioxidants than any other fruit on the planet. 57% more than pomegranates, for example."

According to Brazil Gourmet, independent testing by Brunswick Laboratories shows that their açaí nectar has over 21% more antioxidants per eight-ounce serving than the next highest ready-to-drink açaí beverage tested.

Antioxidants "protect cells from damage caused by unstable molecules known as free radicals," according to the National Institutes of Health. Research has shown that antioxidants may be useful in fighting a host of diseases, from cancer to heart disease.

In addition to antioxidants derived from the açaí berry, Brazil Gourmet Açaí Nectar also contains acerola, giving the beverage "a unique, light wild cherry flavor and providing the consumer with 150 percent of the U.S. Recommended Daily take of Vitamin C in every bottle," said Anewalt.

Brazil Gourmet Açaí Nectar is sold in a 300 ml (10.14 oz.) glass bottle. Suggested retail price for this super-premium product ranges from \$2.99 to \$3.49 a bottle.

In addition to Brazil Gourmet açaí, the company produces Brazil Gourmet Nectars in four tropical flavors and Brazil Gourmet Nectar Teas, launched last September, also in four tropical flavors.

Brazil Gourmet beverages are distributed by UNFI and Nature's Best, which distribute products to natural food outlets such as Whole Foods Markets. Brazil Gourmet beverages are also being sold and distributed by wholesalers such as C&S and Bozzuto's.

The company's products are currently on the shelves of chains such as A&P, Gristede's, Giant, Key Foods, King Kullen and Market Basket just to mention a few.

Liberty Imports USA was founded in 1983 by Cláudio and Glória Negrão as a mail-order business serving the Brazilian community. Since then the company has expanded to become a leading food manufacturer and distributor.

The privately held company is headquartered in Allentown, Pennsylvania and has warehouse facilities in Clifton, New Jersey and Miami, Florida. It's headed by original founder Glória Negrão and her daughter Simone Anewalt.