

Emerging Ingredients:

**ACEROLA**  
on the  
**RISE**

Feeling like you can't seem to excite your target consumers anymore amid all the product clutter? Acerola is an ingredient on the rise because its unique name, flavor and benefits make it an easy sell that your consumers will love. Check it out!

iTi tropicals

## Vitamin C Content: Off the Charts

Did you know that acerola is one of the world's most potent sources of Vitamin C and bio-flavonoids? Just **100 grams of single-strength acerola** contains **25x the recommended daily intake of Vitamin C**.

So make the switch from expected Vitamin C sources. Offer consumers a product **high in Vitamin C and natural ingredients** with acerola.



= **25x** the recommended daily intake of Vitamin C.

## Clean Label Craze is Here to Stay with Acerola

As R&D teams strive to offer cleaner labels on all products, acerola is a solution for working towards a clean, simple and nutritious label. For a natural source of the **Vitamin C** that your consumers look for, as well as clean label pH control, use acerola as an alternative to **ascorbic** and **citric** acid.



## Discover What's Possible With Acerola: Applications

Add acerola to your product to maintain a **100% juice claim**, **reduce pH** or **increase shelf life**, as well as add a **tart, delicious flavor**. Here are some applications we recommend:

Help consumers achieve their recommended daily value of Vitamin C with vitamin gummies, fruit snack, and fruit leathers.



Vitamin C Gummies

Add it to mango and pineapple juice for a tart, yet slightly sweet 100% juice.



Mango Juice

Acerola Puree

Pineapple Juice

Blend into smoothies, jellies, and jams.



Pair it with appetizers like crostini and cheeses.



Request a sample of iTi Tropicals' acerola puree or concentrate today and bring consumers a product with natural ingredients and benefits they can't resist!