



The first in the world - 100% pure grape juice spread

MARKET OPPORTUNITY

Medical studies have proved that grapes have numerous positive effects on health. They encourage a healthy cardiovascular function: improving artery flexibility, enhancing the stickiness of blood, increasing the speed with which LDL is oxidised into the blood... Eating them may reduce the risk of heart disease and blood clots. Moreover the fruit sugars are immediately absorbed into the blood. Yet until now, despite wines and juices it was difficult find these fruits in products that were accessible on the market.

Our client's Grape Spread is the first grape spread entirely made from grape juice. It is an original and extremely tasty and nutritious product, which is very likely to be a revolution in the healthy spreads market - given the number of benefits, it has few competitors.

DESCRIPTION

A company with a long experience and tradition in winemaking produces the grape spread in Australia. The smooth texture of this honey-like fruit product was especially developed in order to make the product more attractive: it avoids crystallisation and enables the customer to use it not only as a spread but also as a natural sweetener.

ADVANTAGES

- ◆ 100% natural product
- ◆ first grape product
- ◆ excellent antioxidant
- ◆ no added sugar, preservatives, cholesterol, artificial sugars, GMS or fat
- ◆ easily digested instant energy source
- ◆ rich in minerals, proteins, vitamins
- ◆ long shelf-life (10 years plus)

APPLICATIONS

- ◆ a toast spread -good for crumpets, waffles, scones, etc.
- ◆ natural sweetener for milkshakes, tea, cereals, desserts
- ◆ beneficial product for the health conscious, weight-watchers and sporting types
- ◆ excellent for babies: tasty and nutritious
- ◆ useful for diabetics, allergy sufferers

It is a natural, local product as well as an innovative, extremely healthy spread.

STAGE OF DEVELOPMENT

Fully proven, tested by NATA (National Association of Testing Authorities) accredited laboratories, in commercial use in Australia but it is not yet widely available.

COMMERCIAL OFFER

We are assisting the Australian company in seeking distributors in the UK, who have the existing logistics and the capability to serve relevant retail outlets.

For further details please contact:

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