

Tarification 2015



Doypack series



Pocket series

Organic Raw Goji Berries

One of nature's most nutrient-dense superfoods!



ONE SIMPLE SENTENCE

Organic Raw Goji Berries are abundant in vital nutrients that strengthen the immune system, provide antioxidant protection and aid in weight loss programs.

WHAT ARE GOJI BERRIES?

Goji berries (*Lycium barbarum*) are one of nature's most nutrient-dense foods. They have excellent antioxidant properties and work to strengthen the immune system. Goji berries contain (by weight) more Vitamin C than oranges, more beta carotene than carrots and more iron than steak. Goji berries have been used for over 2,000 years in traditional Chinese medicine.

Our Organic Raw Goji Berries are certified organic, kosher and vegan. They are free of any pesticides or chemicals. They are not irradiated.

Those Organic Raw Goji Berries are grown in Ningxia Province, China.

HOW DO ORGANIC GOJI BERRIES TASTE?

In one word, delicious. More specifically, goji berries taste like a juicy combination of cherries, cranberries and raisins. Goji berries can be eaten directly from the bag or added to hot or cold cereals. Goji berries can also be added to blended drinks, salads and desserts.

WHAT ARE THE BENEFITS OF ORGANIC GOJI BERRIES? STRONG ANTIOXIDANT PROPERTIES

Goji berries are a superior source of antioxidants. They far exceed the ORAC values of any common fruit. A 100g serving of goji berries contains 25,300 ORAC units compared to prunes (5,700 units), blueberries (2,400), strawberries (1,540) and raspberries (1,220).

STRENGTHENS THE IMMUNE SYSTEM

Goji berries are rich in disease-fighting polysaccharides. Numerous research studies suggest polysaccharides strengthen the body's ability to fight diseases. The polysaccharides in goji berries have a chemical structure similar to substances found in echinacea and maitake mushrooms.

Goji berries are also a good source of Vitamin C and zinc, which are also very effective in combating diseases.

SUPPRESSES APPETITE AND OVER-EATING

Goji berries has a low glycemic index (29), which is below apples (38) and oranges (42). Foods with low GI indices take longer to be converted to blood sugar, which reduces the body's need for calories. The high fiber content of goji berries also creates a "full" feeling that combats the urge to eat.

INCREASES ENERGY

Nutrients like B1 and calcium are abundant in goji berries. These nutrients help convert food quickly into energy.

CERTIFIED ORGANIC, KOSHER AND VEGAN

Our Organic Raw Goji Berries meet both international and USDA organic standards. Our goji berries are not irradiated.

PESTICIDE AND CHEMICAL FREE

Our goji berries are free of any chemicals or pesticides. They are grown in remote, unpolluted regions. The Organic Raw Goji Berries are free of heavy metals and sulfites.

HIGH-GRADE QUALITY

Our Goji Berries are 280 grade, which means there are approximately 280 goji berries per 50g. They are dried to a 14% moisture level and can be easily rehydrated.

WHAT NUTRIENTS ARE IN GOJI BERRIES?

Goji berries are rich in a variety of nutrients that help strengthen the body and its vital systems. Some of the key nutrients in goji berries include

- Polysaccharides: fortifies the immune system
- Vitamin C: provides strong antioxidant protection
- Vitamin B complex: maintains energy levels and healthy body functions
- Vitamin E: prevents oxidative stress, helps maintain healthy skin
- Amino acids: builds protein (goji berries contain all 18 amino acids including the eight essential amino acids the body does not produce)
- Trace minerals: 21 including including zinc, iron, copper, calcium, selenium, germanium sesquioxide and phosphorus.

NUTRITION FACTS

Serving size: 1 oz (28g)

Servings per container: 8

Amount Per Serving

Calories 100

Calories from Fat 0

Amount Per Serving and/or % Daily Value*

Total Fat 0g (0%)

Saturated Fat 0g (0%)

Cholesterol 0mg (0%)

Sodium 75mg (3%)

Total Carbohydrate 21g (7%)

Dietary Fiber 3g (12%)

Sugars 13g

Protein 4g (8%)

Amount Per Serving and/or % Daily Value*

Vitamin A 140%

Vitamin C 20%

Calcium 4%

Iron 10%

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower based on your calorie needs.

Organic Incan Berries



ONE SIMPLE SENTENCE

Incan Berries have a delicious, sweet taste and are rich in nutrients and vitamins.

HOW DO INCAN BERRIES TASTE?

Incan berries have an exotic sweet taste with a consistency similar to raisins. They're full of tiny, chewable seeds that release a wonderful flavor. Incan Berries have an appealing yellow/orange appearance and are slightly larger than a raisin or goji berry.

The Incan Berry (*physalis peruviana*) is also called the Cape Gooseberry or Goldenberry.

WHAT NUTRIENTS DO INCAN BERRIES PROVIDE?

Incan Berries are rich in important nutrients that provide antioxidant protection and support many body functions. Some of the nutrients in Incan Berries are:

- **Vitamin P** (also known as flavonoids) helps the body absorb Vitamin C, an important antioxidant. Flavonoids support healthy blood vessels and have anti-inflammatory properties.
- **Pectin** is a soluble fiber that helps lower blood cholesterol levels and glucose levels.
- **Vitamin A** boosts the immune system, helps to grow and repair body tissues and may help protect the skin against sun damage.
- **Vitamin C** contains powerful antioxidants called flavonoids. Flavonoids protect the heart and blood vessels from free radical damage. Vitamin C also helps maintain good HDL cholesterol levels and aids in the production of collagen and glycosaminoglycan, which help strengthen arterial walls.
- **B Vitamins** support your nervous system, help break down sugar and neutralize the amino acid homocysteine, which in high levels may cause atherosclerosis.
- **Phosphorous** is a mineral that works to increase energy and endurance. It is also vital for bone strength.
- **Protein** is abundant in Incan Berries. Protein supports a strong immune system and maintains a variety of body structures like healthy skin, nails and hair. The berries are 16% protein and supply a wonderful plant-based, non-fat source of protein.

WHERE ARE INCAN BERRIES GROWN?

Our Incan Berries are wild-crafted in South America. They are raw, wild-crafted, sun-dried, unsprayed and free of heavy metals, chemicals and pesticides.

HOW DO I USE INCAN BERRIES?

Try them in a smoothie, with your favorite cereal, in baked goods or just right from the bag. They do not require refrigeration.

NUTRITION FACTS

Serving size: 1 oz.

Servings Per Container: 7

Amount Per Serving

Calories 80

Fat 0g

Cholesterol 0mg

Sodium 25mg

Dietary fiber 3g

Total Carbohydrates 17g

Sugar 9g

Protein 2g

Percent Daily Value*

Vitamin A 45%

Vitamin C 4%

Calcium 0%

Iron 6%

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower based on your calorie needs.

Ingredients

Sun-dried Incan berries

Organic White Mulberries



Doypack 200 g and pocket 120g

WHAT ARE WHITE MULBERRIES?

Mulberries are a delicious, naturally sweet superfruit that is an excellent source of iron, calcium, vitamin C, fiber and resveratrol. Our white mulberries are certified organic, kosher, vegan and raw. They contain no preservatives. Product of Turkey.

WHAT DO WHITE MULBERRIES TASTE LIKE?

Imagine a large raisin that's deliciously sweet. That's the taste of mulberries. They have a satisfying firmness and a chewy consistency.

HOW CAN WHITE MULBERRIES BE USED?

Mulberries are delicious straight from the bag. They're also a great addition to smoothies, oatmeal, cereals and trail mix. They require no preparation.

WHERE DO MULBERRIES COME FROM?

Our organic white Mulberries grow wild in Turkey. They are harvested and then sun-dried.

BENEFITS OF WHITE MULBERRIES

PROTEIN : White Mulberries are a surprisingly good source of protein, with three grams per ounce. Protein supports a strong immune system and maintains a variety of body structures like healthy skin, nails and hair.

IRON : Iron is an essential mineral. It aids in the production of hemoglobin, which helps bring oxygen into the body. Consuming an iron-rich superfruit like White Mulberries that is also a good source of Vitamin C is ideal as Vitamin C helps the body absorb iron. A serving of White Mulberries provides about 20 percent of the recommended daily intake for iron.

CALCIUM : Calcium rich foods can help maintain strong, healthy bones and support proper functioning of nerves and muscles. Calcium is not made in the body and must be obtained through diet.

VITAMIN C : Vitamin C helps to strengthen the immune system to hold off colds and flus. It can support optimal function of the nervous system including eye and brain functions. Vitamin C also provides arthritic protection by helping reduce inflammation. A serving of White Mulberries provides about 135 percent of the recommended daily intake for Vitamin C.

FIBER : Dietary Fiber is vital for diets to promote optimal health and disease prevention. It can help maintain healthy cholesterol levels and normal blood sugar levels.

RESVERATROL : White Mulberries have a high level of the resveratrol. This antioxidant helps fight free-radical damage and many studies suggest that resveratrol may help promote heart health and longevity. Other benefits of resveratrol include:

- Fighting inflammation
- Revitalizing nerve cells
- Reducing buildup of plaque in arteries
- Lowering LDL cholesterol levels
- Maintaining healthy weight
- Supporting longevity and anti-aging
- Promoting brain and kidney health by protecting against oxidative stress and high blood cholesterol
- Protecting against cancers (breast, colon, prostate, stomach pancreatic, and thyroid cancers).
- Fighting liver disease by reducing amount of fat produced in the liver

NUTRITION FACTS

Serving size: 1 oz. (28 grams)

Servings per Container: 12

Calories per Serving: 91

Dietary Fiber: 3g

Calories from Fat: 7

Sugars: 12g

Total Fat: 0g

Protein: 3g

Cholesterol: 0mg

Percent Daily Value

Vitamin A: 0%*

Sodium: 25mg

Vitamin C: 135%*

Total Carbohydrates: 21g

Calcium: 7%*

Iron: 20%*

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower based on your calorie needs.

Organic Chia Seeds



ONE SIMPLE SENTENCE

Chia Seeds might be nature's perfect food with a rich supply of essential Omega-3 acids, protein and antioxidants.

WHAT ARE CHIA SEEDS?

Chia Seeds are a powerhouse nutritional food with benefits superior to flax seeds. Chia has a very mild flavor (and no “fishy” taste like other foods high in Omega-3 acids). They are extremely rich in Omega-3 acids and are a very good source of fiber and manganese. Chia seeds are raw, low in sodium and cholesterol-free. You can understand why many consider Chia Seeds as nature's perfect food.

Chia Seeds have the highest known whole-food source of Omega-3 acids. These acids promote cardiovascular and mental health and benefit many body functions.

WHERE ARE CHIA SEEDS GROWN?

Chia originated in Mexico and now grow in Mexico and in Central and South Americas.

WHAT'S IN CHIA SEEDS?

Chia seeds typically contain about 20 percent protein, 30 percent fat and 40 percent carbohydrates. The fat contains a very high concentration of Omega-3 fatty acids.

HOW ARE CHIA SEEDS USED?

Chia Seeds are mild tasting and easily digestible. The shells are easily broken and can even be swallowed whole.

Chia won't alter the taste of foods when it's used as an ingredient. It can be sprinkled on cereal or eaten as a snack. Grinding Chia produces a meal called pinole, which can be mixed with flour into baked goods like biscuits, cakes and breads.

Soaked seeds are gelatinous and used in porridges and puddings. The seeds can be soaked in water or fruit juice creating a drink known in Mexico as chia fresca

WHAT ARE THE BENEFITS OF CHIA SEEDS?

HIGH IN OMEGA-3 ACIDS.

Chia seed has higher levels of alpha-linolenic acid (ALA) than flax seed. ALA is an essential acid because it is not produced by the body. In fact, chia seeds have the highest known whole-food source levels of Omega-3 acids, as measured by percent of weight.

RICH IN ANTIOXIDANTS.

Chia is a great natural source of antioxidants, including chlorogenic acid, caffeic acid, myricetin, quercetin and flavonols.

FULL OF IMPORTANT NUTRIENTS.

Chia is an excellent source of calcium, phosphorus, manganese, potassium, iron, zinc and copper. Chia contains six times more iron than spinach.

LOW IN SODIUM AND CHOLESTEROL-FREE.

Chia contains less than half the sodium of flax seed, per serving. This is important to those with high blood pressure and concerned about sodium intake. As a plant-based source of Omega-3, Chia is cholesterol-free.

PROMOTES HYDRATION.

Chia soaks up water and this promotes hydration and electrolytes retention.

HELPS IN WEIGHT LOSS.

Chia is very filling. As more Chia is eaten, there's less room for fattening foods.

BUILDS ENDURANCE.

The Mayan word for Chia is “strength.” Chia builds stamina and endurance because it steadily releases slow-burning glucose into the bloodstream .

GLUTEN-FREE.

The protein in chia seed is gluten free.

STAYS FRESH.

Unlike flax seed, chia seed stays fresh for extended periods of time.

SUPPLEMENT FACTS

Serving size: 28g

Servings Per Pound: 16

Amount Per Serving:

Calories: 138

Total Fat: 9g

Saturated Fat: 1g

Cholesterol: 0g

Sodium: 5mg

Total Carbohydrate: 12g

Fiber: 11g

Sugars: 0g

Protein: 4g

Calcium: 176mg

Iron: 5mg

Magnesium: 130mg

Phosphorus: 265mg

Potassium: 45mg

Zinc: 1mg

Organic Cranberries



Doypack 250g or pocket 130 g

Cranberries nutrition facts

Unique, wild and natural by habitat, cranberries are rich in phyto-nutrients (naturally derived plant compounds), particularly **proanthocyanidin** antioxidants, which are essential for all-round wellness. The berries are indeed containing numerous chemical substances that may offer protection from tooth cavities, urinary tract infection, and inflammatory diseases.

This berry-plant is described as an evergreen dwarf, creeping shrub or a low-lying trailing vine, belonging in the family of *Ericaceae*, in the genus: **Vaccinium**, and subgenus: *Oxycoccus*. Scientific name: **Vaccinium macrocarpon**.

In their natural habitat, the plant grows vigorously in acidic sandy bogs throughout the cooler parts of the Europe, Northern states in the United States and Canada. The plant is actually a dwarf, creeping shrub, or vine, which runs upto 10 to 20 cm in height. It features slender, wiry, not so thick, woody stems bearing small, evergreen leaves.

Cranberry season generally lasts from October until December. The fruit is small, round, red color berry. Each berry features four centrally situated tiny seeds enclosed inside capsules. The berry is very acidic in taste, having pH in the range of 2.3 to 2.5.

Health benefits of Cranberries

- Delicious, tart cranberries hold significantly high amounts of phenolic flavonoid phytochemicals called *pro-anthocyanidins* (PAC's). Scientific studies have shown that consumption of berries have potential health benefits against cancer, aging and neurological diseases, inflammation, diabetes, and bacterial infections.
- Antioxidant compounds in cranberries such as oligomeric proanthocyanidins (OPC's), anthocyanidin flavonoids, cyanidin, peonidin and quercetin may prevent cardiovascular disease by counteracting against **cholesterol plaque** formation in the heart and blood vessels. Further, these compounds help the human body lower LDL cholesterol levels and increase HDL-good cholesterol levels in the blood.
- Research studies show that cranberry juice consumption offers protection against gram-negative bacterial infections such as E.coli in the urinary system by inhibiting bacterial-attachment to the bladder and urethra.
- Consumption of cranberries turns urine acidic. This, together with the inhibition of bacterial adhesion property of cranberry juice, helps prevent the formation of alkaline (calcium ammonium phosphate) stones in the urinary tract by working against **proteus** bacterial-infections.
- Further, the berries prevent plaque formation on the tooth enamel by interfering with the ability of another gram-negative bacterium, *Streptococcus mutans*, to stick to the surface. It thus helps prevent development of cavities in a way similar to preventing urinary tract infections
- In addition, the berries are also good source of many vitamins like vitamin C, vitamin A, β -carotene, lutein, zeaxanthin, and folate and minerals like potassium, and manganese
- Oxygen Radical Absorbance Capacity or ORAC (measurement of antioxidant strength of food items) demonstrates cranberry at an **ORAC score of 9584 $\mu\text{mol TE units per 100 g}$** , one of the highest in the category of edible berries.

Cranberries (*Vaccinium macrocarpon*), Fresh, ORAC score 9584,
 Nutritive Value per 100 g.
 (Source: USDA National Nutrient data base)

Principle	Nutrient Value	Percentage of RDA
Energy	46 Kcal	2.3%
Carbohydrates	12.2 g	9%
Protein	0.4 g	1%
Total Fat	0.13 g	<1%
Cholesterol	0 mg	0%
Dietary Fiber	4.6 g	12%
Vitamins		
Folates	1 µg	<1%
Niacin	0.101 mg	1%
Pantothenic acid	0.295 mg	6%
Pyridoxine	0.057 mg	4%
Riboflavin	0.020 mg	2%
Thiamin	0.012 mg	1%
Vitamin A	60 IU	2%
Vitamin C	13.3 mg	22%
Vitamin E	1.20 mg	8%
Vitamin K	5.1 µg	4%
Electrolytes		
Sodium	2 mg	0%
Potassium	85 mg	2%
Minerals		
Calcium	8 mg	1%
Copper	0.061 mg	7%
Iron	0.25 mg	3%
Magnesium	6 mg	1.5%
Manganese	0.360 mg	16%
Phosphorus	13 mg	2%
Selenium	0.1 µg	0%
Zinc	0.10 mg	1%
Phyto-nutrients		
Carotene-β	36 µg	--
Crypto-xanthin-β	0 µg	--
Lutein-zeaxanthin	91 µg	--

Tarification for Doypack in Euros



Mulberries Bio

Weight	Distribution price	Retail price	package	Certification	
200 g	2.9	6.90	12 pièces	AB & Bio EU	



Cranberries Bio

Weight	Distribution price	Retail price	package	Certification	
250 g	4.5	10.20	12 pièces	AB & Bio EU	



Organic chia seeds

Weight	Distribution price	Retail price	Package	Certification	
300 g	NC	NC	12 pièces	100% naturel	



Inca Berries (Physalis) Bio

Weight	Distribution price	Retail price	Package	Certification	
250 g	6.32	13.9	12 pièces	AB & Bio EU	



Mix 4 berries : cranberries / Goji / Incaberries / Mulberries

Weight	Distribution price	Retail price	Package	Certification	
250 g	6.32	11.3	12 pièces	AB & Bio EU	



Goji Berries

Weight	Distribution price	Retail price	Package	Certification	
220g	6.7	14.9	12 pièces	AB & Bio EU	