

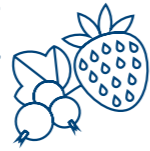
roberts
Berrie®

YOUR DAILY BERRIES

WHY WILD BERRIES ARE NORDIC SUPERFOOD



THE CLEANEST
ENVIRONMENT
IN THE WORLD



THE COLD WINTER KEEPS THE NATURE
CLEAN AND PLANTS HEALTHY.



ROBERTS BERRIES ARE MADE IN FINLAND, WHERE SOIL,
AIR AND WATER ARE THE CLEANEST IN THE WORLD.



TO PROTECT THEMSELVES, NORDIC BERRIES CREATE ANTHOCYANINS
WITH THE AID OF THE MIDNIGHT SUN DURING THE SHORT SUMMER.



WILD BERRIES RIPEN IN CLEAN, NATURAL FORESTS WHERE
THEY GET THEIR INTENSE AND VERY UNIQUE FLAVOR.

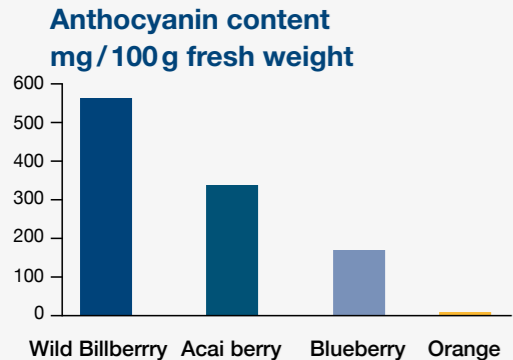


TOUGH LIFE
MAKES NORDIC BERRIES
STRONG

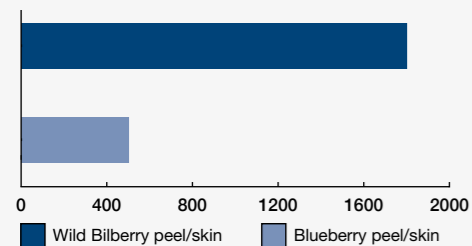
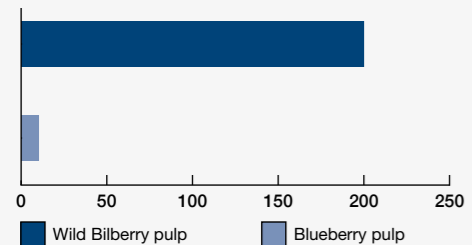


WHY ANTHOCYANINS?

ANTHOCYANINS PROTECT OUR CELLS FROM DAMAGE AND BODIES FROM DISEASES BY STOPPING FREE RADICALS FROM BUILDING UP.



Anthocyanin content mg/100g fresh weight



WHY WHOLE BERRIES?

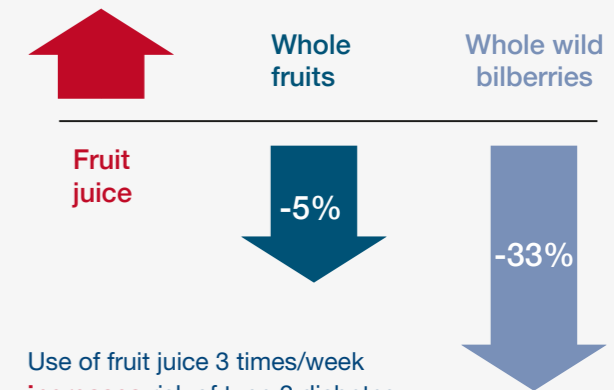
MANY NUTRIENTS ARE ONLY IN THE SKIN AND THE SEEDS.



THE ANTHOCYANIN CONTENT OF A BERRY CAN BE SEEN IN THE INTENSITY OF ITS COLOUR. WILD BILBERRIES ARE DARK BLUE SUPERBERRIES, WHEREAS THE INSIDE OF BLUEBERRIES IS PALE.

EATING WHOLE BERRIES ENSURES STABLE ABSORPTION OF SUGAR AND PREVENTS BLOOD SUGAR SPIKES.

Risk of type 2 diabetes by using 3 times/week



Use of fruit juice 3 times/week **increases** risk of type 2 diabetes

Use of whole fruits 3 times/week **decreases** risk of type 2 diabetes by 5%

Use of whole berries 3 times/week **decreases** risk of type 2 diabetes by 33%

The Arctic Flavours Association, The Arctic Bilberry Hellström et al. 2009 Muraki I, Manson JE, Hu FB, Willett WC, van Dam RM, Sun Q. Fruit consumption and risk of type 2 diabetes: results from three prospective longitudinal cohort studies. BMJ 2013; 347:f5001



Wild Bilberry



Lingonberry



Cranberry



Cloudberry



Sea Bukthorn



Black Currant



Strawberry



Raspberry



Wild Bilberry



Lingonberry



Cranberry



Cloudberry



Sea Bukthorn



Black Currant



Strawberry



Raspberry

NUMEROUS IN VITRO/ NONCLINICAL AND CLINICAL STUDIES SHOW THAT BERRIES AND/OR THEIR VARIOUS POLYPHENOLIC, BIOACTIVE COMPOUNDS MAY HAVE PREVENTIVE EFFECTS AGAINST DISEASES

Diabetes, type 2								
Cancers								
Age-induced oxidative stress								
Inflammation								
Cardiovascular diseases								

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Comprehensive listing of references can be found online at www.robertsberrie.com/en/information_berries

AND HAVE BENEFICIAL EFFECTS ON ORGANS AND MAINTAINING HEALTH.

Brains								
Urinary tract								
Skin and mucosa								
Eyes								
Digestion and balance of intestine bacterial flora								
Immune system								

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Berrie®

FOOD INNOVATION FROM FINLAND.

ROBERTS BERRIE HAS RECEIVED SEVERAL INTERNATIONAL REFERENCES AND HAS ALSO BEEN FEATURED IN A SUPER BOWL AD.



YOUR DAILY BERRIES

PURE WHOLE NORDIC BERRIES IN DRINKABLE FORM ALL YEAR ROUND.



EASY

ENJOY ON THE GO.
HANDY COVER FOR DRINKING.
KEEPS AT ROOM TEMPERATURE.



NATURAL

WILD NORDIC BERRIES.
ALL SWEETNESS FROM
BERRIES AND FRUIT.



HEALTHY

HUGE AMOUNT OF WHOLE
NORDIC BERRIES FILLED
WITH ANTHOCYANINS.



TASTY

INTENSE FLAVOUR
FROM NORDIC BERRIES.



BERRIES BENEFIT EVERYONE.



TAKE YOUR DAILY BERRIES ALONG AND ENJOY WHEREVER AND WHENEVER.

ON A PICNIC AFTER YOUR EXERCISE
AT DAYCARE ON A BREAK ON A TRIP
WITH A FRIEND AFTER YOUR SHIFT AT HOME
IN BAKING AT BREAKFAST AS A SNACK
ON A LUNCH BREAK ON THE MOVE
AT A LECTURE AT THE GYM AS DESSERT



YOUR DAILY SUPERBERRIES



Roberts Berrie

A varied selection of Nordic berries. A cup of 1 dl is convenient to take along to enjoy your daily berries on the go wherever and whenever you like.



139 WILD BILBERRIES



106 LINGONBERRIES & CRANBERRIES



90 SEA BUCKTHORNS



32 BLACKCURRANTS & STRAWBERRIES



95 WILD BILBERRIES & RASPBERRIES

YOUR DAILY POWER BERRIES

Roberts Berrie+

The Berrie+ family combines the good qualities of berries with effects that enhance wellbeing. Take along and enjoy wherever and whenever you like.

BALANCES BOWEL FUNCTION



WILD BILBERRY & PLUM
+FIBER
6.6 G FIBER, GLUTEN-FREE

FOR HEALTHY SKIN



CLOUDBERRY & SEA-BUCKTHORN
+COLLAGEN
2.5 G COLLAGEN

MAINTAINS AND BUILDS
NORMAL MUSCLE MASS

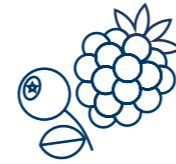


WILD BILBERRY & POMEGRANATE
+PROTEIN
7.1 G PROTEIN

3L BAG-IN-BOX

Bag-In-Box

3L bag-in-boxes are easy and affordable way to enjoy your daily berries. Bag-in-boxes are handy at home and at work.



ENJOY
EVERY
DAY

IT IS IMPORTANT

TO EAT A VARIETY OF BERRIES REGULARLY AS THEY EACH HAVE DIFFERENT NUTRITIONAL VALUE AND PROVIDE DIFFERENT HEALTH BENEFITS.

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Berrie®



NORDIC BERRIES



Wild Bilberry (*Vaccinium myrtillus*)

The wild bilberry contains vitamins C and E, and it is also a good source of dietary fiber. Its anthocyanin compound content is four times higher than that of the blueberry. The dark blue pulp of the wild bilberry is full of anthocyanins giving it a natural blue colour, whereas the blueberry is pale in colour on the inside.



Sea Buckthorn (*Hippophaë rhamnoides*)

The sea buckthorn contains plenty of vitamins C and E, dietary fibers and fatty acids that are beneficial to the body. From scarcely 1 dl of berries, you get as much vitamin C as you would get from an orange of average size. About 4–7 % of this berry's weight comprises berry pulp and seed oil consisting mainly of monounsaturated and polyunsaturated fatty acids.



Lingonberry (*Vaccinium vitis-idaea*)

The lingonberry contains vitamin E, and it also has a lot of manganese. It is a good source of fiber, and it contains polyphenols with health effects that are being studied extensively.



Raspberry (*Rubus idaeus*)

The raspberry contains vitamin C and folate. There is as much vitamin C in 2 dl of raspberries as there is in one mandarin. The raspberry is also a good source of dietary fiber and polyphenols.



Cranberry (*Vaccinium oxycoccos*)

The cranberry thrives in bogs all over Finland. It is rich in vitamin C. With its brisk and sprightly flavour, the cranberry is also a good source of antioxidants and fiber.



Blackcurrant (*Ribes nigrum*)

The berries, seed oil and also the leaves of the blackcurrant contain plenty of vitamins C and A. The blackcurrant contains more vitamin C than an orange does. Blackcurrant oil also contains plenty of good fatty acids.



Strawberry (*Fragaria × ananassa*)

The strawberry has plenty of flavonoids and ellagitannins. It has more vitamin C than an orange and as much fiber as a carrot.



Cloudberry (*Rubus chamaemorus*)

The cloudberry is a rich source of vitamin C. Only 75 grams of this golden yellow berry covers your daily intake requirement. The cloudberry also contains vitamin E and ellagitannins in larger quantities than many other fruits and grains. Of all the wild berries, the cloudberry is the richest in fibers.



Source Arctic Flavours, www.arctic-flavours.fi

OVER A 100 YEARS AND 5 GENERATIONS



ROBERTS IS A FINNISH FAMILY ENTERPRISE FOUNDED IN 1910.
WE BELIEVE THAT EVERYONE SHOULD BE ABLE TO ENJOY
THE NORDIC BERRY SEASON ALL YEAR ROUND.

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