

# Atlântica News

ACCURATE INFORMATION FOR YOUR BUSINESS



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## Canadian market: too much options!

It is not unknown that Brazilian market has a big potential by receiving new food products, but due to recent visit to Canada, our team could confirm how many new applications our raw-materials can be used! In addition to the 100% fruit juice, following a global tendency, this market is proposing plenty of different beverages with health, sports & energetic' s balance functions, the most intriguing mixtures with coconut water, clarified alcoholic beverages, liquid teas, mixtures with coffee and many others that research & development' minds have been successful flying!

We were there to visit Sial Toronto & some potential customers and the trip was very interesting; great deal!

## Visiting Apas (SP's Supermarket fair) !

We visited APAS fair that took place at Expo Center Norte in São Paulo between May, 6 – 9, and the ready to drink juice industry is stirring due to the new flavors and packaging presented on the fair and also by the expectation about the regulation for orange and grape nectars that must follow the Codex Alimentarius requiring the percentage of 50%; market sources indicated that the Brazilian government will not postpone this decision again and, so, by the end of August, 2013 all industries must adequate their formulations.

## Fispal Tecnologia

Atlântica Foods participates in another edition of FISPAL TECNOLOGIA fair, between June 25th and 28th.

We invite everyone to visit our booth on the aisle E, stand 229 at Anhembi pavilion, in São Paulo.

We will be waiting for you!



## NEW DESTINATION:

We are happy to inform that we started shipping now to a new destination: Sri Lanka.

## FCOJ - new season arriving



Too much anxiety - this is the orange market now: waiting for a new season that shall be started in a few weeks with the production of the early varieties.

Right now two things are certain: the new crop will be smaller than the previous one and it will be defined by the fight for the non-contracted fruit.

As a matter of fact , with a smaller season, the production of FCOJ is forced to be reduced on the way to equalize

demand, and it is also good to remind our clients regarding the speech of the specialists of the orange sector during the last Juice Latin America Conference in Chile, as Atlântica was attending there, about the consumption of the stocks available in Europe due to global reduced production in next season, costly Brazilian season that are forcing the change to sugar cane sugar, poor season in Florida as well as too new usages for the juices as different products.

## Mango – Tommy Atkins availability: guarantee yours!

Regarding the prompt availability of top quality Mango Puree and Mango Puree Concentrate – Tommy Atkins Variety, packed in aseptic bag in-drum, aiming at a long term monthly deliveries program of supply, this is to keep you confident on planning your needs, since the fruits comes from the plant's own mango orchards that are being increased as part of concrete actions in order to reach the goal of processing up to 500 ton/month of concentrated.

Watch out! The equipment for clarified mango puree concentrate was already bought and news are on the way.

Important to say that if immediate shipment is requested, we are fully able to answer the inquiry, so please inform your interest by returning and we will be more than glad to reply with our best quotation.

## Peanut: Brazilian industry prepared to export even more

As reported in our previous newsletter, the 2013 Brazilian peanut harvest will reach approximately 315.000 mt and the market is excited because of China's position that, due to the accelerated urbanization process, will import this year.

China's current production is about 16 million mt, so, if they need to import around 5% of their needs, it means 800.000 mt, i.e., a new Europe-sized market.

Brazilian producers of peanuts who became professional over the past years, searched for new varieties as runner, imported equipments and technology and, so, are now exporting to the strict European market and have a good expectation in China as a buyer.

# ACEROLA

Frozen, packed in steel drums  
JUICE / JUICE CONCENTRATE / JUICE CONCENTRATE CLARIFIED

**Uses:**  
Acerola juice as an ingredient to your product. Whatever it is!

**Service with quality:**  
In time information, logistic follow up, perfect done paperwork, physical visits, fair participation, punctually on shipments, year round deliveries - upon contract, competitive price.

**Benefits from the fruit:**  
With a fantastic vitamin C content (ascorbic acid), varying from 1,500 to 4,600mg per 100g/juice, acerola has up to 100 times more vitamin C than the same amount of orange or lemon juice. Among the most known, cultivated and commercialized fruits, it has the richest Vitamin C content. It also has a large content of vitamins A, B, iron and calcium.

**We are your eyes here in Brazil!**

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