



Recapturing the beneficial properties of wine grape skins and seeds to produce an organic preservative

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problem

[customer]

Synthetic chemical additives are found in just about everything that we eat. Many have been linked to a number of serious health risks. Is it possible there is a natural alternative out there?

BHA/BHT

Sodium Nitrate

Potassium Sorbate

SIDE EFFECTS MAY INCLUDE: Headaches, Hormone Disruption, Cancer, Nausea, Vomiting, Skin Rashes, Tinnitus

Ammonium Sulfate

Sodium Benzoate

Sulfur Dioxide

Natural food producers struggle with short shelf life

"A three day shelf life limits our business range."

"Extending shelf life is the catalyst to success in this business."

Cold-pressed Juicers

"Cleaning that machine takes a lot of time, and when we have to make each blend every night it is a LOT of labor. With a three day shelf life, we need to be delivering [to businesses] daily."

Cold-pressed juicers suffer from a short 3-day shelf life but don't want to use artificial chemicals or physical preservation processes that damage the nutrients in juice. Is there a better option?

[environment]

Wine grape pomace is an environmental hazard

In California alone, over 1 million tonnes of leftover wine grape skins and seeds (pomace) are produced by the winemaking industry each year! Because pomace is difficult to compost, it is often sent to landfills or simply piled in nearby fields. Without proper processing, pomace is ecotoxic and can produce acid leachate that contaminates groundwater. As it decomposes, pomace also releases greenhouse gases into the atmosphere.

HOWEVER, recent studies have shown that pomace has ANTIMICROBIAL & PRESERVATIVE PROPERTIES!



solution

[an organic, healthy preservative]

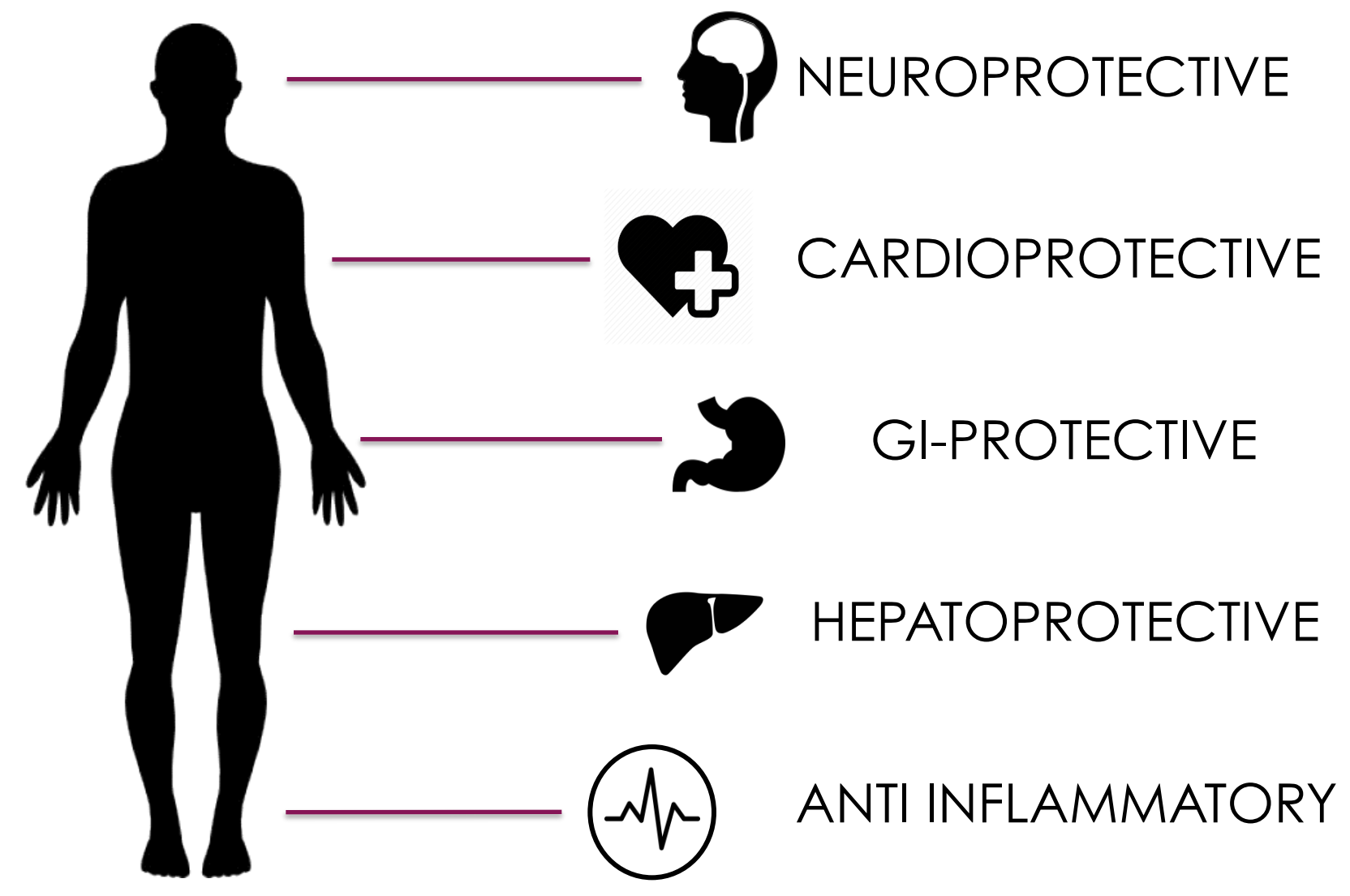
Wine grape pomace antioxidants have anti-microbial and preservative properties...

Dried and powdered pomace can extend the shelf life of foods like yogurt, salad dressing, fish, chicken, pork and beef, and **DOUBLES the shelf life of cold-pressed juice!**



...and have documented health benefits!

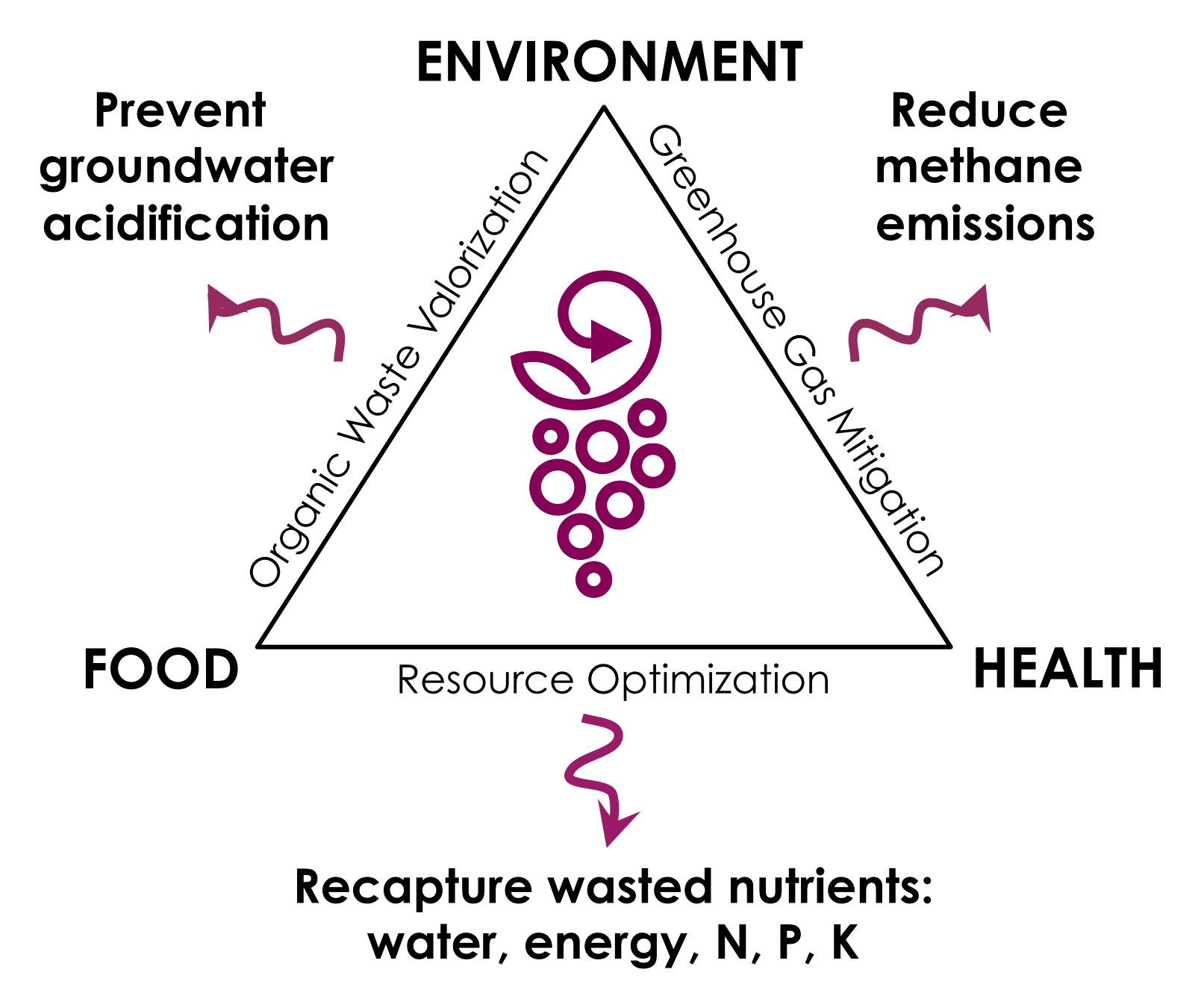
In clinical studies, wine grape pomace has been shown to suppress chronic inflammation and to lower blood pressure, blood sugar, and cholesterol. In animal studies, pomace has even been shown to prevent metabolic syndrome and the onset of type 2 diabetes! These health benefits come from the antioxidants (mostly flavonoids) in pomace, which prevent free radical damage to cells.



Fruit Forward will recapture the lost benefits of wine grape pomace, turning it from winery waste into a healthy food supplement and shelf life extender. This can simultaneously solve customer and environmental problems, while potentially displacing synthetic antioxidant preservatives.

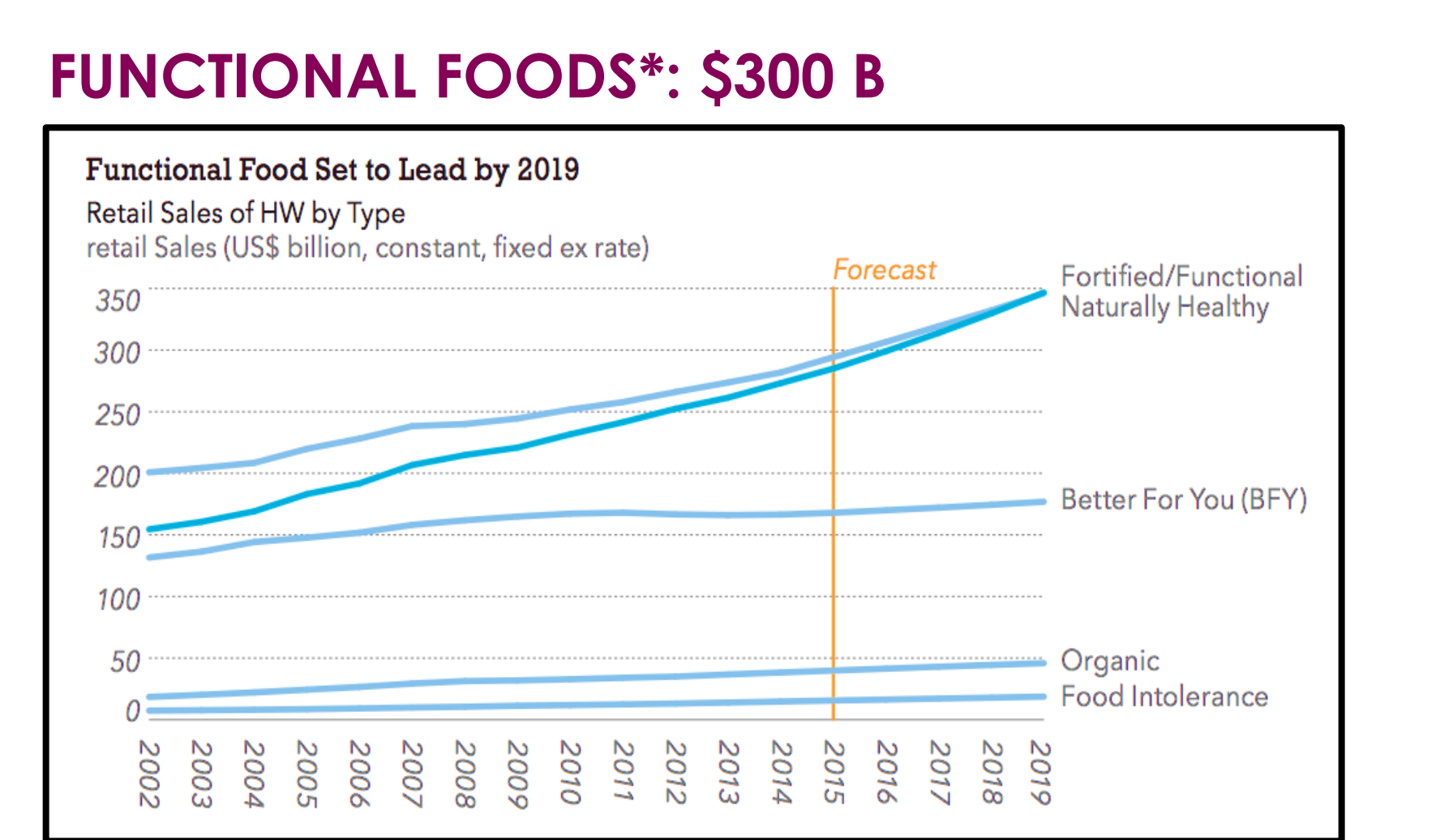
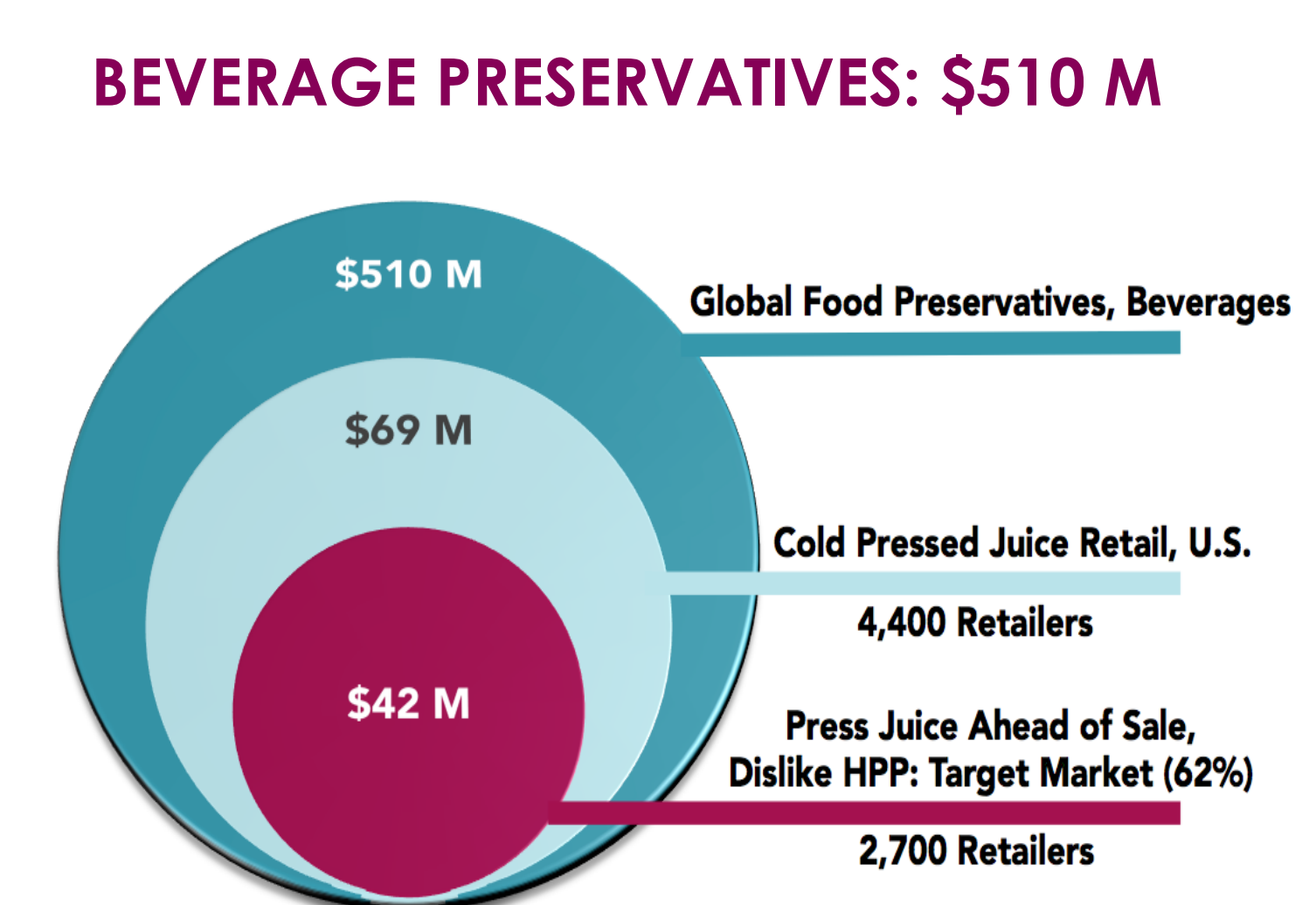
[impact]

By diverting winery waste, Fruit Forward will prevent groundwater acidification and the consequential leaching of valuable nutrients. Reduction in methane emissions are estimated at 790 kg of CO₂ equivalent per customer per year... the same emissions resulting from burning 850 pounds of coal! Valorization of pomace (converting winery waste to a value-added product) also constitutes optimal use of viticulture resources like water, energy, and fertilizer.



opportunity

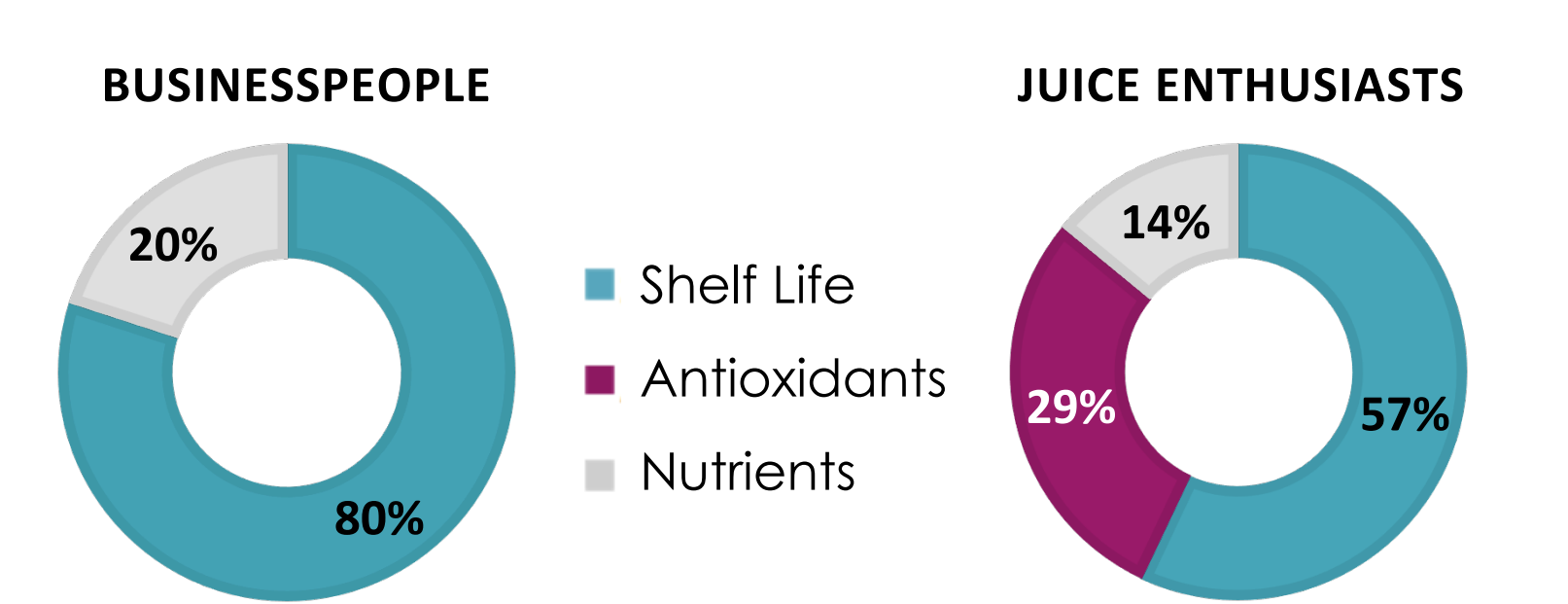
[market]



[value proposition]

Fruit Forward's target market can be divided into two segments that would value different aspects of our product:

- o Businesspeople (58% of target market)
- o Juice Enthusiasts (42% of target market)



[differentiation]

Organic

Affordable

Healthful

Flavorful

Eco-Safe

acknowledgements

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