

EAT ARCTIC

BRAND REVIEW



ABOUT US

We are a small team at the very start of our journey, but our vision is clear - we are here to help Aussies discover and fall in love with the best foods the Arctic nature has to offer - its delicious wild berries.

Bringing a new product to the market is never easy, and you have probably never heard of lingonberry, bilberry or sea buckthorn... That that makes our job a little bit harder, but more exciting too - because one thing people like more than food is new food!

The idea for EAT ARCTIC was born when our founder, who grew up in Northern Europe, realise how much of a wave those ingredients were making in the health food scene back home, and how scarce (or virtually non-existent) they were in Australia.

If you partner with us, your customers will be the first to experience something truly new and special, and that does not happen very often in the present days saturated marketplace.

OUR INGREDIENTS

THEY ALL HAVE A STORY

OUR BERRIES ARE UNIQUE NOT ONLY BECAUSE OF THEIR AMAZING NUTRITIONAL VALUE, BUT EVEN MORE SO, BECAUSE OF THE ENVIRONMENT THEY GROW IN AND THE AMOUNT OF CARE AND LOVE IT TAKES TO BRING THEM TO YOUR TABLE.

THEY ARE NOT CULTIVATED AND FARMED BY HUMANS, BUT NURTURED BY PRISTINE FINNISH NATURE. HUMANS DO COME INTO THE PICTURE MUCH LATER - TO PICK EACH BERRY BY HAND ONCE A YEAR WHEN THE TIME IS JUST RIGHT.

BERRY PICKING HAS BEEN AN IMPORTANT PART OF THE NORDIC CULTURE FOR CENTURIES, WITH THE RIGHT TO FORAGE THE FOREST PROTECTED BY THE LAW IN MANY NORTHERN EUROPEAN CULTURES. TODAY, YOU AND YOUR CUSTOMERS CAN DISCOVER THIS TRADITION FOR THEMSELVES AND ENJOY THE NUMEROUS HEALTH BENEFITS BROUGHT ON BY EATING THE ARCTIC BERRIES.

OUR PHILOSOPHY

We love simplicity and the sense of ease in everything we do.

We love trying new things and discovering new flavours.

We love taking good care of our bodies and the feeling of health, strength and vitality we get in return.

All of these things are encapsulated perfectly in our products - simple ingredients grown, harvested and prepared with minimal intervention to preserve their natural healing qualities.

OUR STANDARDS

We take pride in the being able to deliver the highest quality products to our customer.

All our berries are grown and processed in Finland by an established local company certified under FSSC 22000 Food Safety Management System. Our supplier has been a registered organic producer since 1999 and even though EAT ARCTIC products are not yet Australian certified organic, all ingredients we purchase are in organic quality.

The raw materials are packed for retail in Brisbane by a HACCP Certified food manufacturer ensuring highest level of food safety and quality of the final product.

WHY YOU SHOULD STOCK OUR PRODUCTS?

WE BELIEVE EAT ARCTIC BERRY POWDERS ARE PERFECTLY POSITIONED TO TAKE ADVANTAGE OF A NUMBER OF CURRENT TRENDS IN THE FOOD INDUSTRY.



SUSTAINABILITY

All our berries are grown organically in pristine environment of Northern Finland and picked by hand, leaving virtually no carbon or water footprint.

We believe this is a crucial point of difference at a time when sustainability and traceability of ingredients are becoming increasingly important to consumers.

PLANT BASED DIETS

Vegan lifestyle has been gaining momentum for a number of years and is now influencing the eating habits of health-conscious mainstream consumers.

EAT ARCTIC products can be easily incorporated into any plant based diet as well as almost any other nutritional plan such as raw, paleo, gluten and dairy free, low carb etc.

ALLERGEN FREE FOODS

All our products are compliant with the Regulation (EU) N:o 1169/2011 and are therefore free from gluten, eggs, crustaceans, fish, peanuts, nuts, soybeans, milk products, sesame seeds, and sulfur dioxide.

ORGANIC AND NATURAL

All our ingredients are 100% European Organic Certified. However, as a very young company, we are still working on obtaining our Australia Organic Certification. Until then, we have decided to not include 'Organic' in any of our packaging to avoid confusion. However, this does not take away from the fact that we use the highest quality ingredients available.

NOVELTY

Our products are truly new to the Australian market, giving our customers the opportunity to discover novel and unique flavours.

They also offer health benefits of enriching your diet with some of the highly researched compounds such as anthocyanins, quercetin, resveratrol and Omega 7 fatty acid.

ARCTIC LINGONBERRY POWDER

70G - 17 SERVES - RRP \$19.95



LINGONBERRY GROWS WILD IN THE NORTHERN EUROPEAN FORESTS. IT IS RICH IN NATURAL PRESERVATIVES WHICH MEANS IT COULD BE ENJOYED BY LOCALS ALL YEAR-ROUND LONG BEFORE MODERN METHODS OF FOOD PRESERVATION WERE DISCOVERED.

LINGONBERRY IS AN ABUNDANT SOURCE OF POTENT ANTIOXIDANTS - QUERCETIN AND RESVERATROL - BOTH OF WHICH WERE FOUND TO PROTECT OUR BODIES FROM LIFESTYLE AND AGE-RELATED ILLNESSES.

HEALTH BENEFITS

WEIGHT MANAGEMENT

Recent studies revealed that the flavonoids contained in lingonberries were highly effective in reducing the damage caused by high-fat high-sugar diet.

The berries were shown to help control weight gain, support the liver function, improve insulin sensitivity, and reduce inflammation in the gut.

ANTIMICROBIAL SUPPORT

Lingonberries were found to have significant antibacterial and anti-fungal properties due to high concentration of phenolic compounds and benzoic acids.

Regular consumption of lingonberries may prevent staph infections, as well as reduce the occurrence and severity of urinary tract infections in women.

COGNITIVE FUNCTION

Adding lingonberries to your diet may help reverse the damage to memory and cognitive function brought on by aging and chronic stress.

A number of studies have found that quercetin, a compound abundantly present in lingonberries, had a high therapeutic value in treatment of neurological disorders including Alzheimer's disease.

NUTRITIONAL INFORMATION

	per serve (4g)	per 100g
ENERGY	61 kJ	1523 kJ
	14 Cal	359 Cal
PROTEIN	0.1g	3g
FAT, TOTAL	<0.1g	0.8g
- SATURATED	<0.1g	0.1g
CARBOHYDRATE	2.4g	61g
- SUGARS	1.5g	38g
DIETARY FIBRE	1.0g	24g
SODIUM	<0.1mg	1.4mg
POTASSIUM	19mg	470mg

INGREDIENTS

100% Lingonberries (*Vaccinium vitis-idaea*)

ARCTIC BILBERRY POWDER

70G - 17 SERVES - RRP \$21V.95



BILBERRY HAS BEEN GATHERED BY NORDIC CULTURES FOR CENTURIES. IT IS NATURALLY SWEET, FRAGRANT, AND PACKS THREE TIMES MORE NUTRITIONAL BENEFITS THAN ITS CULTIVATED RELATIVE - BLUEBERRY.

BILBERRY IS ONE OF THE RICHEST NATURAL SOURCES OF ANTHOCYANINS - A GROUP OF POTENT PHYTONUTRIENTS KNOWN FOR THEIR ANTIOXIDANT AND ANTI-INFLAMMATORY QUALITIES.

HEALTH BENEFITS

ANTIOXIDANT SUPPORT

Over time, oxidative stress can lead to chronic inflammation, which in turn contributes to development of serious ailments including cardiovascular disease, diabetes, and cancer.

With its high concentration of bioavailable anthocyanins, bilberry is an excellent source of antioxidants, helping your body heal itself and prevent future damage.

PROTECTION FROM DIABETES

Unique combination of active phytonutrients contained in bilberries can help the body naturally control blood sugar levels in three ways: by supporting healthy insulin production, reducing glucose absorption from food, and improving glucose uptake by the muscles.

EYE HEALTH

Bilberry has a long history of use for a wide array of eye disorders and promoting general eye health.

It helps protect your eyes from retinal damage, macular degeneration, slow down progression of cataracts, and relieve the symptoms of eye strain.

NUTRITIONAL INFORMATION

	per serve (4g)	per 100g
ENERGY	62 kJ	1559 kJ
	15 Cal	367 Cal
PROTEIN	0.2g	5g
FAT, TOTAL	<0.1g	0.8g
- SATURATED	<0.1g	0.1g
CARBOHYDRATE	2.2g	54g
- SUGARS	1.4g	34g
DIETARY FIBRE	1.2g	31g
SODIUM	0.2mg	5.3mg
POTASSIUM	24mg	590mg

INGREDIENTS

100% Bilberries (*Vaccinium myrtillus*)

ARCTIC SEA BUCKTHORN POWDER

70G - 17 SERVES - RRP \$19.95



SEA BUCKTHORN LOVES SUNSHINE AND THRIVES IN THE COASTAL REGIONS OF FINLAND WITH INCREDIBLY LONG SUMMER DAYS. IT HAS A COMPLEX AND UNIQUE FLAVOUR, RICH ENOUGH TO MAKE A STATEMENT IN ANY RECIPE.

SEA BUCKTHORN HAS AN INCREDIBLY DIVERSE NUTRITIONAL PROFILE, BUT IT IS PARTICULARLY HIGH IN VITAMIN C AND THE RARE OMEGA 7 FATTY ACID OFFERING SUPPORT TO IMMUNE AND CARDIOVASCULAR SYSTEMS.

HEALTH BENEFITS

NUTRITION POWERHOUSE

Sea buckthorn contains close to 200 valuable nutritional compounds, some of most notable of them are:

- Flavonoids and phytosterols - powerful antioxidants
- Vitamins C, E, A & B1 - for immune and nervous system health
- Omega 3, 6 and 7 - protecting your heart and fighting inflammation

CARDIOVASCULAR PROTECTION

Sea buckthorn has many positive effects on the cardiovascular system, including inhibiting clot formation and lowering cholesterol and blood pressure.

In addition, omega 7 contained in sea buckthorn may help improve insulin sensitivity, preventing the onset of metabolic syndrome.

DIGESTIVE AND LIVER HEALTH

The cocktail of monounsaturated fatty acids contained in sea buckthorn was found to have significant probiotic qualities, protecting and nurturing good gut bacteria.

The same fatty acids are also responsible for the berry's traditional use as a healing remedy for stomach ulcers.

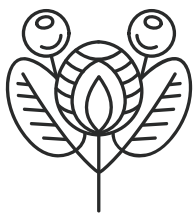
Sea buckthorn can also help in protecting the liver from the effects of disease, poor diet, toxins and alcohol, and even reverse the existing damage.

NUTRITIONAL INFORMATION

	per serve (4g)	per 100g
ENERGY	82 kJ	2045 kJ
	20 Cal	489 Cal
PROTEIN	0.5 g	13 g
FAT, TOTAL	1.0 g	25 g
- SATURATED	0.2 g	4 g
CARBOHYDRATE	1.0 g	24 g
- SUGARS	0.6 g	14 g
DIETARY FIBRE	1.1 g	28 g
SODIUM	0.9 mg	22 mg
POTASSIUM	40 mg	990 mg

INGREDIENTS

100% Sea Buckthorn berries (*Hippophaë rhamnoides*)



WWW.EATARCTIC.COM.AU