Nexira’s Organic Baobab Pulp Powder: the tasty & healthy African Superfruit!

Introduction

The overall consumer desire for nutrition and well-being continues to grow. In 2017, 2 in 5 US consumers have increased their consumption of “healthy foods” (Innova)¹.

Superfruits are nutrient-rich fruits considered to be especially beneficial for health & well-being due to their high content of vitamins, minerals and antioxidants. They can be included in Food & Beverages and Health Supplements. Their individual flavor profiles can be used to add an exotic character to Foods & Beverages.

Africa’s tree of life

Symbol of Africa, baobab (Adansonia digitata L.) is a majestic and impressive tree that can live for more than 1000 years². Baobab trees play an important role in the traditions and livelihoods of communities across Africa, hence its name “Africa’s tree of life”.

Baobab fruit pulp has been traditionally consumed for centuries for its wide range of nutritional & medicinal properties, and more recently has been referred to as a new valuable “Superfruit”².

A high nutritional profile

Scientific studies have confirmed the high nutritional content of baobab fruit pulp. It provides:

- A considerable content of nutrients, including approximately 50% of fiber*, and minerals such as potassium, calcium and magnesium³,⁴
- A significant natural source of vitamin C, up to 10 times more than oranges²
- Greater antioxidant activity than other superfruits such as mango, orange, pomegranate, kiwi, bilberry, etc⁵,⁶,⁷.

*Dietary fiber status of baobab must be checked according to local regulations

A delicious exotic flavor

Customers are more eager than ever to live unexplored culinary experiences and to discover new flavors & tastes. According to a recent Innova survey⁸, 2 in 3 US, UK and Chinese consumers love to discover new flavors.

With its subtle flavor and its fruity notes, Baobab can bring an exotic character while offering nutritional value. It combines well with other superfruits (such as acerola, guarana) and with natural fiber (such as acacia fiber) for nutrient-dense Superfoods, Beverages, Mixes & Supplements.
In Africa, the baobab fruit drink named “bouye” drink is very typical. The recipe is easy: 600g of baobab fruit pulp blended with 1.2L of water and 1 tablespoon of sugar. Refrigerate, serve chilled and enjoy¹⁹

**Distinctive advantages of Nexira’s Organic Baobab Powder**

With more than 120 years of roots in Africa, Nexira continues to source and supply innovative natural ingredients. Nexira’s Baobab Pulp Powder is organic certified, 100% natural & carrier-free.

Thanks to strong supplier partnerships, Nexira only selects the highest quality for customers. The baobab pulp is carefully separated from the pod, the seeds and the funicle (stalk) before being ground into an all-natural & organic powder. The Baobab Pulp is minimally processed without added carriers or preservatives. Finally, in Nexira’s laboratory Baobab Powder is fully tested to ensure compliance with specifications.

**Baobab Powder’s Process**

Beyond its high nutrient content & antioxidant properties, Nexira’s Organic Baobab Powder is easy to incorporate in a large array of applications with its slightly tangy taste and its ivory color.

Nexira’s Organic Baobab Pulp Powder will be perfect to pep up yogurts, ice-creams, chocolates, cereal bars, beverages, smoothies... Baobab Pulp Powder is perfectly suitable for clean label applications. Nexira has developed tasty & nutritional Smoothies & Cereal Bars with Baobab.

**Novel Food & FDA GRAS**

Nexira’s Organic Baobab Powder is compliant with authorized Novel Food ingredient and meets FDA GRAS status for Baobab dried fruit pulp.

**Sustainably sourced in Africa**

Nexira is committed to the socially responsible & sustainable production of Baobab Fruit Powder. Nexira’s production of Baobab Pulp Powder uses only the fruit; so the trees themselves are undamaged.

Nexira’s sourcing policy supports local harvesting and contributes to create positive socioeconomic impacts in Africa. With its expertise and its strong partnerships, Nexira controls the sourcing of its Baobab. Each lot is assuredly *Adansonia digitata L.* from Africa.
Conclusion

Baobab is an iconic Superfruit gaining and deserving interest, not only for its nutritional profile but also for its delicious exotic flavor and its positive socioeconomic impact in Africa.

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References

[1]: Innova Market Insights, Consumer Survey, 2017
[2]: Kamatou et al. 2011
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[4]: Manfredini et al. 2002
[5]: Vertuani et al. 2002
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[8]: Innova Trends Survey (2018)
[9]: The recipes of Africa by Dr Dyfed Lloyd Evan

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