Wild FOR PURPLE FOODS

TECHNOMIC TREND RESEARCH AND WHOLE FOODS PREDICTS NATURAL PURPLE FOODS TO BE A BIG TREND IN 2017

BRING COLORFUL EXCITEMENT TO THE PLATE

Natural purple foods deliver the visual appeal, healthy aura and delicious taste trifecta today’s consumers are looking for during all dayparts.

WILD BLUEBERRIES
Wild origin, versatility and year-round availability frozen make these purple gems a favorite.

EGGPLANT

PURPLE BEETS

PURPLE KALE

PURPLE CAULIFLOWER

7 out of 10 consumers associate purple foods with having an appealing taste.

HEALTH BENEFITS OF PURPLE

Purple foods are recognized for their antioxidant capacity and high concentration of anthocyanin, a powerful anti-inflammatory with the potential to improve many functions of the body.

IMPROVE BRAIN HEALTH
(The Alzheimer’s Association launches a Go Purple campaign for Alzheimer’s & Brain Awareness Month in June)

IMPROVE SKIN HEALTH AND PREVENT WRINKLES

SUPPORT THE IMMUNE SYSTEM

DECREASE BLOOD PRESSURE

FIGHT CANCER AND DIABETES

Other positive consumer correlations with purple foods:

TASTE FRESHNESS NATURAL PREMIUM

Go Purple and get ahead of the trend by checking out wildblueberries/purplefoods.com

2 out of 3 consumers associate purple foods as offering better-for-you nutrients.

3 out of 10

20 out of 20