

Wild FOR PURPLE FOODS

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

Pick
Wild
Blueberries®

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

PURPLE KALE



WILD BLUEBERRIES

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



PURPLE BEETS



EGGPLANT



PURPLE CAULIFLOWER

7 out of 10
CONSUMERS ASSOCIATE
PURPLE FOODS WITH HAVING
AN APPEALING TASTE

HEALTH BENEFITS OF PURPLE

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

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**



Technomic®

Go Purple and get ahead of the trend by checking out

wildblueberries/purplefoods.com