

HEALTH BENEFITS OF PURPLE

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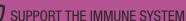
consumers associate purple foods as offering better-for-you nutrients Purple foods are recognized for their antioxidant capacity and high concentration of anthocyanin, a powerful anti-inflammatory with the potential to improve many functions of the body



IMPROVE BRAIN HEALTH

(The Alzheimer's Association launches a Go Purple campaign for Alzheimer's & Brain Awareness Month in June)







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