



Press Release

See what's so special about Wild Blueberries at HI Madrid (16th-18th November 2010)

The Wild Blueberry Association of North America will be promoting the health and other benefits of Wild Blueberries from Canada & Maine on stand R601.

Come and try the small sweet berries and ask for your free sample from the "Sweet, Natural, Healthy & Delicious" selection.

Check out the "101 Ways Wall" to see examples of how they are used as an ingredient in a wide variety of food & drink applications around the world.

Wild Blueberries are packed with powerful antioxidants that can help to influence how well our bodies age by reducing oxidative stress - which is thought to be an underlying cause of cancer, heart disease, Alzheimer's and other chronic diseases.

Their small size makes them easy to use in manufacturing and they can be processed whole, without bursting, maintaining their taste, shape, texture and deep blue colour through a variety of baking and production processes.

Wild Blueberries from Canada & Maine are available individually quick frozen, canned, dehydrated and sugar infused, as well as in puree, concentrate and powdered formats.

Wild Blueberries are a fascinating fruit...

They are small, sweet and much smaller than their cultivated cousins. They only grow in this one small corner of the World, where temperatures can reach as low as -35°C, where the land is wild and inaccessible, and where the ground is too acidic for most plants to thrive.

The berries have grown wild in the glacial soils of the Canada & Maine for thousands of years and are one of nature's true Superfoods, boasting among the highest levels of antioxidants compared to other fruits and vegetables.

They are not farmed in the traditional sense because they are not planted like other crops. Instead, the fields and barrens where they are found, are carefully managed to encourage the plants to grow in a healthy, sustainable fashion.



Nevertheless a community of determined growers and processors has created a significant industry over recent decades, so that Wild Blueberries have become one of the region's most widely known exports.

They are exported worldwide for use as an ingredient providing an instant health halo in juices, smoothies, yoghurt, muffins, cereals and sauces. In fact in just about anything where you might find fruit in the recipe.

For more information about Wild Blueberries from Canada & Maine and their availability, please visit www.wildblueberries.co.uk or contact Mike Nicholas by email at mike@nicholasandknight.co.uk or by phone on 00 44 (0)1763 272118.