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PRESS RELEASE

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AMERICAN ARONIA
A C C E L E R A T O R

Upcoming 2023 American Aronia Berry Harvest to Produce Ingredients Crucial for Fulfilling Plant-Based Manufacturer Demand

Aronia berries have the highest antioxidant levels of any berry and A3 produces them on a reduced supply chain, preserving their potency for use in in-demand food and beverage products.

FARGO, ND (JUNE 2023) This year, between 1.5 and 1.8 million pounds of aronia berries are expected to be harvested and serve as the most antioxidant-rich berry ingredient for meeting the needs of today's consumers. These needs include supplements, projected to grow by a CAGR of 6.72% from 2022 to 2027,¹ and plant-based foods, projected to grow at a CAGR of 12.27% from 2021 to 2028.² Additionally, demand for both antioxidants and berries is rising. The antioxidant market is projected to grow at a CAGR of 6.5% between 2022 and 2031, and in 2022 berries had the most retail sales of all produce items.³ The premium aronia berries with which manufacturers can meet these demands will be harvested and processed by American Aronia Accelerator (A3). A business network that oversees each stage of the aronia supply chain, A3 maximizes the berries' nutritional value for food, beverage, supplement, and cosmetic manufacturers.

"This year's aronia harvest will offer formulators important ingredients for making antioxidant-rich products that satisfy today's customers," said A3 CEO Blake Johnson. "Aronia berries offer a plethora of health benefits, and we are proud at A3 to cultivate and process them at their highest quality in multiple forms from whole berries, powders, and juices."

¹ *Supplements Market size in US to grow by USD 17,708.13 million from 2022 to 2027; the increasing number of sales outlets to fuel market growth - Technavio.* PR Newswire: press release distribution, targeting, monitoring and marketing. (2023, April 27). Retrieved May 3, 2023, from <https://www.prnewswire.com/news-releases/supplements-market-size-in-us-to-grow-by-usd-17-708-13-million-from-2022-to-2027-the-increasing-number-of-sales-outlets-to-fuel-market-growth---technavio-301808486.html>

² *Plant based food market size, share & trends – 2029.* BrandEssence® Market Research. (2023, April). Retrieved May 3, 2023, from <https://brandessenceresearch.com/vegan/plant-based-food-market-report>

³ Collen, C. (2023, February 23). *OPN releases state of Organic Produce 2022 report.* Fruitnet. Retrieved May 1, 2023, from <https://www.fruitnet.com/main-navigation/opn-releases-state-of-organic-produce-2022-report/248408.article>

A3's aronia berries are among the berries with the highest Oxygen Radical Absorbance Capacity (ORAC) values, which quantify a food's antioxidant capacity. Aronia berries have high levels of polyphenols,⁴ which studies have shown improve arterial function.⁵ Additionally, aronia berries modulate the gut microbiome,⁶ which plays an important role in controlling digestion bolstering the immune system.⁷ A3 ensures the aronia berries its producers cultivate retain their potent nutritional benefits by processing them on a reduced supply chain. Entirely located between the Dakotas and the Appalachian Mountains, A3's U.S.-based supply chain enables it to exercise strict quality control over its berries before going to product manufacturers. A3 produces its aronia ingredients in the form of whole berries, powders, and juices, which and can be manufactured into a variety of products such as energy shots, gummies, and sports bars.

"A3 is proud to cultivate the most antioxidant-rich berry variety at its premium quality," said Johnson. "As Americans are hungry for berries, antioxidants, and the health benefits that come with them, we look forward to our upcoming harvest providing the ingredients that will ultimately satisfy this demand."

For media inquiries contact Josh Grega at Christie & Co, www.christieand.co, by phone (206) 291-4709, and/or email josh@christieand.co.

For ingredient enquires, Blake Johnson at American Aronia Accelerator, A3, at (701) 306-7069 or blake@a3aronia.com.

About American Aronia Accelerator (A3)

Started 2021 by natural industry veterans with years of bringing new ingredients to market, American Aronia Accelerator (A3) manages each stage of the supply chain for aronia berries. Its members include farmers, distributors, and ingredient formulators, producing in the highest aronia berries for use in new food products, beverages, and supplements. A3 ingredients are available in powder and juice and will soon be available in extracts. They are rigorously tested batch to batch for organoleptic properties, microbiological properties, microbiological controls, heavy metals, and polyphenol levels as applicable per ingredient. Pound for pound, Aronia berries contain more beneficial contents than any other berry available on the market such as Vitamin C, B1, B2, B6, K, and niacin, and minerals such as sodium, potassium, zinc, iron, magnesium, and calcium.

⁴ Tolić, M.-T., Jurčević, I. L., Krbavčić, I. P., Marković, K., & Vahčić, N. (2015, June). *Phenolic content, antioxidant capacity and quality of chokeberry (aronia melanocarpa) products*. Food technology and biotechnology. Retrieved May 3, 2023, from <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5068402/>

⁵ Le Sayec, M., Xu, Y., & Laiola, M. (2022, September 5). *The effects of Aronia Berry (poly)phenol supplementation on arterial ...* Clinical Nutrition Journal. Retrieved May 3, 2023, from [https://www.clinicalnutritionjournal.com/article/S0261-5614\(22\)00318-1/fulltext](https://www.clinicalnutritionjournal.com/article/S0261-5614(22)00318-1/fulltext)

⁶ Martin, D. A., Valdez, J. C., Sudakran, S., Rey, R., & Bolling, B. W. (2021, April 20). *Aronia Berry polyphenols have matrix-dependent effects on the gut microbiota*. Food Chemistry. Retrieved May 3, 2023, from <https://www.sciencedirect.com/science/article/pii/S0308814621008372?via%3Dihub>

⁷ Robertson, R. (2017, June 27). *Why the Gut Microbiome is Crucial for Your Health*. Healthline. Retrieved May 3, 2023, from <https://www.healthline.com/nutrition/gut-microbiome-and-health>