



# NUTRI FUSION™



*Adding a little bit of goodness to the foods  
you love!*

# Executive Summary



- NutriFusion™ has learned how to keep fruits and vegetables from losing their nutrients!
- From this, NutriFusion™ produces GrandFusion™, a nutrient dense powdered ingredient from fruits and/or vegetables, to significantly increase the nutritional profile, and therefore the marketability, of food and beverage products.
- GrandFusion™ does not affect taste or functionality of the products it goes into and is 100% natural, non GMO, gluten free and uses only organic produce.
- In certain products, such as baked goods, it can extend shelf life due to the high levels of anti-oxidants (both from vitamins and polyphenols in the fruits & vegetables).



# GrandFusion™ Benefits



- 🍏 High Nutritional Output: Retains the phytonutrient values from fruits and vegetables
- 🥦 Shelf Stable
- 🍏 Processing Stable: Withstands heat or cold with no or minimal degradation
- 🥦 High Bioavailability: Plant derived nutrients are more fully absorbed into the human body than synthetic vitamins (100% vs. 10%)
- 🍏 Convenient: Simple and convenient method to add the nutritional value of fruits and vegetables into food products, without altering the consumer's eating habits

# NutriFusion™ is unique: a rare opportunity to allow profits and social responsibility to work together!



## **Research Shows:**

“Better for You” products account for increased market share and profits verses traditional foods:

- Better sales growth (70%)
- Better operating profits
- Better operating profit growth
- Better shareholder returns
- Fruits and vegetables are recognized as the top functional foods. Nutrients from NutriFusion™, fruits & vegetables, provides a high amount of antioxidants to help the America’s deficient diet and health.

## **The Opportunity:**

- Sell and market “Better for You Foods”: While improving claims, marketability, and profits.
- Add in Social Responsibility: Actually make a health difference for your customers.

# The Phytonutrient Gap in Our Diets!



- American's consume large amounts of processed foods due to their many advantages!
- ***However, the nutrients are lost due to modern day processing!***
- Consumers do not want to change their eating habits but want food processors to provide healthier, "Better for You" foods.
- Only 21% of shoppers are satisfied that manufacturers and retailers are offering enough enhanced foods that provide benefits such as increased energy, improved memory, healthier hearts, or help prevent cancer.
- Consumers cannot be clearer in their growing distaste for "chemicals" in their food.
- Finally, synthetic nutrients are ineffective compared to nutritionally dense food sourced nutrition.

# Our National Food Deficit ...



- "Only 6% of individuals achieve their recommended target for vegetables and 8% achieve their recommended target for fruit in an average day." (1)
- The CDC, the World Health Organization and many other international bodies feel the world is heading to a global health crisis due to poor diets! (1)
- Heart disease, cancer, and diabetes are assuming epidemic proportions. The number one reason is the lack of protective nutrients in our diets. (1)



(1) **National Fruit & Vegetable Alliance: Steering Committee Members:**

- CDC, Center for Disease Control & Prevention,
- American Cancer Society, American Diabetes Association, American Dietetic Association,
- American Heart Association,
- National Cancer Institute,
- USDA: (Food, Nutrition and Consumer Services, Research, Education and Economics, Marketing and Regulatory Programs).
- California Department of Public Health.



## 2 Ways to Use GrandFusion™



**Replaces** the phytonutrients lost to over processed foods such as fruit juices, baby foods, soups, & yogurts.



**Adds** phytonutrients that never existed in foods such as snacks, cereals, granola bars, & pastas.



# Product Usage



- Food processors can significantly enhance the nutritional profile of a wide variety of finished food products
- Small amounts can be added to processed foods to provide natural nutritional equivalents to servings of fruits and/or vegetables
- Products containing negligible amounts of nutrients can become significant sources of nutrition
- GrandFusion™ allows all-natural health claims to be made in foods and beverages that people regularly consume without altering the consumers' eating habits
- High antioxidant levels in GrandFusion™ can extend shelf life of some products



# For Professional Food Formulators



- 3 available blends of product: fruits only, vegetables only and fruits & vegetables combined
- Organic, Non-GMO, Gluten Free
- Mix wet or dry
- Nutrient scan/analysis obtainable at any lab
- Standardized nutrient levels for food products (e.g. 50% of DI at 225 mg) is deliverable consistently and easily verifiable

# Where GrandFusion™ Can Be Used



- Breads
- Pasta
- Bagels
- Cookies
- Energy bars
- Pastas
- Yogurts
- Soups
- Baby food
- Cereals
- Sauces
- Beverages



- Powder drinks
- Salad dressings
- Breaded chicken
- Pumped meats
- Puddings
- Cakes
- Muffins
- Crackers
- Bread
- Cheese



- Chocolate
- Tortilla chips
- Tortillas
- Chips
- Hash browns
- Gluten free products
- Juices
- Protein Powders
- Protein drinks
- Popcorn



- Bottled Water (some taste and cloudy water)
- Vinegars (high acidity)

# 3 Types of Label Claims

(example based on 112 mg of powder/serving)



## 1. % of DI or RDA\*

Nutrient	%DV	Label Claim		100% of Daily Value
Vitamin A	25%	1244.44	IU	5000.00
Vitamin D	25%	99.56	IU	400.00
Vitamin E	25%	7.47	IU	30.00
Vitamin C	25%	14.93	mg	60.00
Vitamin B6	25%	0.50	mg	2.00
Vitamin B1	25%	0.37	mg	1.50

## 3. Source Claims\*\*

(Excellent source, Good Source, or Source)

FDA Approved Claims
Rich in Antioxidants Vit A,C,E
Excellent Source of Vitamin A
Excellent Source of Vitamin D
Excellent Source of Vitamin E
Excellent Source of Vitamin C
Excellent Source of Vitamin B6
Excellent Source of Vitamin B1

## 2. Fruit and Vegetable Serving Claims\*

Serving Size		
# of servings based on USDA serving size/ nutrients**		
Nutritional equivalent of:	Nutritional equivalent of:	Nutritional equivalent of:
<b>Fruits &amp; Vegetable Blend (NF-216)</b>	<b>Fruits Only Blend (NF-316)</b>	<b>Vegetables Only Blend (NF-416)</b>
<b>Up to</b>	<b>Up to</b>	
<b>2.24</b>	<b>2.94</b>	
<b>servings of fruits</b>	<b>servings of fruits</b>	
<b>Up to</b>		<b>Up to</b>
<b>1.49</b>		<b>1.49</b>
<b>servings of vegetables</b>		<b>servings of vegetables</b>

## Marketing Claims:

NutriFusion™ supports the marketing claims on the front package panel with:

- 🍎 The Nutritional analysis on the back panel
- 🍌 And the ingredient deck.



# Nutritional Panel: Yogurt



## Yogurt Panel:

Based on 112 mg of fruit blend  
NF powder per 6 oz container.

INGREDIENTS: Non Fat Milk, Strawberry  
YFB Sugar, Strawberries, Water, Modified  
Food Starch , Natural Flavor, Red Cabbage  
extract for Color, Citric Acid, Sodium  
Benzoate and Potassium Sorbate as  
Preservatives, Sugar, Modified Food  
Starch, Cream, **Nutrients From a  
Proprietary Blend of Fruits [Orange,  
Papaya/Mango, Cranberry, Grape,  
Strawberry, Pomegranate, Shitake  
Mushroom]**, Whey Protein Concentrate,  
Gelatin.

**OR:** **Nutrients from Whole Food  
Concentrate of [Orange, Papaya/Mango,  
Cranberry, Grape, Strawberry,  
Pomegranate, Shitake Mushroom],**

## Nutrition Facts

Serving Size 6 oz (170.0 g)  
Servings Per Container 1

### Amount Per Serving

Calories	160	Calories From Fat 5
% Daily Value*		
<b>Total Fat</b>		<b>0 %</b>
Saturated Fat		0 %
Trans Fat 0g		0 %
<b>Cholesterol</b>		<b>2 %</b>
<b>Sodium</b>		<b>4 %</b>
<b>Total Carbohydrate</b>		<b>11 %</b>
Dietary Fiber 3g		12 %
Sugars 32 g		
<b>Protein</b>	<b>7 g</b>	

Vitamin A 25%	•	Vitamin C 25%
Vitamin D 25%	•	Vitamin B6 25%
Vitamin E 25%	•	Thiamine 25%
Calcium 20%	•	Iron 2%

\* Percent daily values are based on a 2,000 calorie  
diet. Your daily values may be higher or lower  
depending on your calorie needs.

	Calories	2,000	2,500
Total Fat	Less Than	65g	80g
Saturated Fat	Less Than	20g	25g
Cholesterol	Less Than	300mg	300mg
Sodium	Less Than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Calories per gram:

Fat 9 • Carbohydrate 4 • Protein 4



# Whole Grain Pasta



## With NutriFusion™

Nutrition Facts	
Serving Size 2 oz. (56g) 1/2 cup dry	
Servings Per Container 6	
Amount Per Serving	
Calories 200	Calories from Fat 10
% Daily Value*	
<b>Total Fat</b> 1g	2%
Saturated Fat 0g	0%
Trans Fat 0g	
Polyunsaturated Fat 0.5g	
Monosaturated Fat 0g	
<b>Cholesterol</b> 0mg	0%
<b>Sodium</b> 0 mg	0%
<b>Total Carbohydrate</b> 40g	13%
Dietary Fiber 6g	24%
Sugars 2g	
<b>Protein</b> 7g	
Vitamin A 20%	Vitamin C 25%
Vitamin D 20%	Vitamin E 25%
Vitamin B1 20%	Vitamin B6 25%
Niacin 10%	Riboflavin 2%
Folate 10%	Phosphorous 15%
Calcium 2%	Iron 10%
Magnesium 15%	

**Nutrient Dense for Health! Rich in Antioxidants!**

**Very Clean!  
No unpronounceable Ingredients!**

INGREDIENTS: WHOLE WHEAT DURUM FLOUR, SEMOLINA, DURUM WHEAT FLOUR, OAT FIBER, **NUTRIENTS FROM WHOLE FOOD CONCENTRATE [SPINACH, BROCCOLI, CARROT, TOMATO, BEET, SHITAKE MUSHROOM].**

## Without NutriFusion™

Nutrition Facts	
Serving Size 2 oz. (56g) 1/2 cup dry	
Servings Per Container 6	
Amount Per Serving	
Calories 200	Calories from Fat 10
% Daily Value*	
<b>Total Fat</b> 1g	2%
Saturated Fat 0g	0%
Trans Fat 0g	
Polyunsaturated Fat 0.5g	
Monosaturated Fat 0g	
<b>Cholesterol</b> 0mg	0%
<b>Sodium</b> 0 mg	0%
<b>Total Carbohydrate</b> 40g	13%
Dietary Fiber 6g	24%
Sugars 2g	
<b>Protein</b> 7g	
Vitamin A 0%	Vitamin C 0%
Calcium 2%	Iron 10%
Vitamin B1 20%	Riboflavin 2%
Niacin 10%	Folate 10%







# For more information!

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