

BRAZILIAN PRODUCTS

CHAMBER OF COMMERCE BRASIL - CHINA



ACAI



- Native to tropical South and Central America, acai palms are common along the Amazon River estuary and are cultivated on floodplains, especially in the state of Pará in Brazil.
- Global demand for the acai fruit has expanded rapidly in recent years, and acai is now cultivated for that purpose primarily.
- The fruit is processed into pulp for supply to food product manufacturers or retailers, sold as frozen pulp, juice, or an ingredient in various products from beverages, including grain alcohol, smoothies, foods, cosmetics and supplements. In Brazil, it is commonly eaten as acai bowls.



- Acai berries have a unique nutritional profile for a fruit, as they're somewhat high in fat and low in sugar.
- Acai berries also contain some other trace minerals, including chromium, zinc, iron, copper, manganese, magnesium, potassium calcium, vitamin A and phosphorus.
- Acai berries have an incredibly high amount of antioxidants, edging out other antioxidant-rich fruits like blueberries and cranberries.
- It's possible that the anthocyanins in acai could be responsible for their positive impact on cholesterol levels, since studies have linked this plant compound to improvements in HDL and LDL cholesterol.
- The antioxidants in acai counteract the damaging effects of inflammation and oxidation in brain cells, which can negatively affect memory and learning.

BRAZIL NUT



- The Brazil nut is particularly well known in the Brazilian state of Pará, where it is called *castanha-do-pará* (Pará nut) and is grown as one of the major commercially traded nuts in the world.
- The nut itself resembles a coconut and can reach up to five pounds, holding 12–20 seeds in orange-like segments that are then split during harvesting.
- It's best to eat Brazil nuts raw or blanched, although they can be roasted and salted like most nuts. Brazil nuts can also be sweetened and crushed for dessert toppings or even made into puddings, dips and cheeses.
- Though commonly called nuts, Brazil nuts are actually seeds from the Brazil nut tree, one of the largest trees growing upward of 200 feet found in the Amazon. The Brazil nut is one of the most important non-timber products from the Amazon and amounts to a worldwide \$50 million industry.



- Brazil nuts are the No. 1 food source on the planet for selenium. Enjoying just one to two Brazil nuts per day can be all you need—and even work better than a supplement. Selenium is crucial to many bodily functions from mood to inflammation.
- Brazil nuts are also on the list of cancer-fighting foods, again due to their high ellagic acid and selenium levels. Ellagic acid is also antimutagenic and anticancer.
- Results showed that the lower the level of selenium in the diet, the more reports of anxiety, depression and tiredness, all of which were decreased following five weeks of selenium therapy.
- Selenium from Brazil nuts acts as a powerful protector of the thyroid and regulates the production of reactive oxygen within the gland, and it protects the body from antibodies that can create thyroid disease. Thus, the Brazil nut can act as a natural remedy for thyroid health, thanks mostly to its selenium content.

BRAZILIAN CHOCOLATE AND CACAO



- Brazil, a country renowned for football and the colorful Rio Carnival, is also one of the world's leading producers of cocoa and chocolates. This might not be surprising as Brazilians are ardent chocolate lovers who tend to celebrate most occasions by gifting and enjoying chocolates.
- Brazil is among the four largest producers and consumers of chocolate in the world, producing about 800 thousand tons of chocolate per year.
- The cocoa production system is based on sustainability and characterized by practices with low emission of greenhouse gases and family farm production. There are about 50 thousand cocoa farmers in Brazil and 50% of them are located in the state of Bahia, which produces about 95% of Brazilian cocoa. The state of Espírito Santo produces 3.5% and the Amazon produces 1.5%. Currently Brazil produces on average 350 thousand tons of cocoa per year, of which 90% is destined for exports and the remaining 10% for the Brazilian chocolate industries.



- Brazilian cacao has a strong flavor, so normally you will find Brazilian cacao used with other cacao types to create unique flavor profiles in chocolate. Brazilian cacao can have strong fruity, earthy or wet flavors. If one chooses the correct type of Brazilian cacao, it can offer a wonderful flavor that is truly unique and very uplifting. The predominate locations for Brazilian cacao production are Manaus North Central Amazon and Bahia Eastern Coastal.
- Studies show that cacao and dark chocolate (not the sugary crap) can improve health and lower the risk of heart disease. One study showed that cocoa and dark chocolate contained more antioxidant activity, polyphenols and flavanols than other fruits they tested, which included all berries.

COFFEE



- Brazil's coffee production is *huge*. The country is responsible for about a third of coffee production globally
- As of such, the country's production and market behavior has a knock-on effect on international market prices, which means a drought in Brazil can lead to price increases for coffee all over the world.
- You know what we just said about Brazilian coffee being varied? We meant it. With fourteen major coffee-producing regions spread over seven states, Brazil's beans are a diverse mix. Have a look at the information on your coffee bags; you may find that your coffee is from Minas Gerais, São Paulo, Espírito Santo, Bahia , Paraná, Rondonia, or even Rio de Janeiro.
- With so much variety, you're sure to find a coffee you'll love in Brazil.



- Most Brazilian coffees are natural (unwashed) or pulped natural (semi-washed). A natural processing method means that, after the coffee cherries are picked, they are dried *as they are*, without removing skin or mucilage.
- So why is this important? Well, natural processing is difficult to do without damaging the beans – but it can add a substantial body, sweetness, smoothness, and complexity to the coffee's profile.
- And Brazil's climate, with scarce rainfall and long periods of sunshine, makes the country perfect for natural processing.

GUARANA



- The word *guarana* comes from the Guaraní word *guara-ná*, which has its origins in the Sateré-Maué word for the plant, *warana*, that in Tupi-Guarani means "fruit like the eyes of the people."
- It's often said that good things come in small packages. This is especially true for guarana berries. These small, red and exotic berries can do a world of good for our bodies.
- Known for its coffee-bean sized fruit, this plant comes packed with a good concentration of 2-4.5 % of caffeine.
- They are a natural source of unleashed energy; it is rich with tannin, xanthan, theobromine, and theophylline. A natural stimulant, it prevents fatigue. It also prevents a dip in energy levels triggered due to muscle stress.



- The role of caffeine in promoting weight loss is an established one. The fruit is also known to possess appetite-suppressing properties. A tea prepared using Guarana had been used since time immemorial to suppress hunger, paving way for weight loss.
- The caffeine present in Guarana stimulates the circulation of blood. The better the circulation of blood is, the lower the pains experienced in an injury. It acts as a natural analgesic, thereby helping those who are suffering from constant headaches, migraines, as well as menstrual and other pains.

PALM HEARTS



- Hearts of palm is a type of vegetable harvested from a number of palm tree species. The edible cores from the palm tree stems are firm and smooth, and described as resembling the flavor of an artichoke.
- Hearts of Palm is rich in fibers, potassium, iron, zinc, phosphorus, copper, vitamins B2, B6, and C. Due to its high content of zinc consuming hearts of palm will help heal wounds faster, so you can safely continue your daily routine.
- Its crisp texture makes the food an ideal addition to salads and stir-fry meals. Palm hearts also contain beneficial nutrients and contribute to a healthy diet.



CACHAÇA



- Cachaça is a distilled spirit made from fermented sugarcane juice. Also known as *aguardente*, *pinga*, *caninha* and other names, it is the most popular spirit among distilled alcoholic beverage in Brazil.
- Cachaça is defined in Brazilian law as a beverage with an alcohol content of 38-54% by volume, made from the distillation of fermented sugarcane juice. Distillers may add sugar to the product, at a rate of up to 6 grams per liter. Beverages containing more than 6 grams of sugar per liter must be labeled "sweet cachaça."
- Cachaça, like rum, has two varieties: unaged ("white" or "silver") and aged ("yellow" or "gold"). White cachaça is usually bottled immediately after distillation.



- Outside Brazil, cachaca is used almost exclusively as an ingredient in tropical drinks, with the caipirinha being the most famous cocktail.
- There are very important regions in Brazil where fine pot still cachaca is produced such as Chã Grande in Pernambuco state, Salinas in Minas Gerais state, Paraty in Rio de Janeiro state, Monte Alegre do Sul in São Paulo state and Abaíra in Bahia state. Nowadays, producers of cachaca can be found in most Brazilian regions and in 2011 there were over 40,000 of them.

YERBA MATE



- Yerba mate is made from the naturally caffeinated and nourishing leaves of the celebrated South American rainforest holly tree. For centuries, South America's Aché Guayakí tribe have sipped yerba mate from a traditional mate gourd for its rejuvenative effects. These rainforest people find tremendous invigoration, focus, and nourishment in yerba mate.
- Yerba mate is used to make the beverage known as mate in both Spanish and Portuguese. The drink is called other names in Portuguese, such as *chimarrão*, and *tererê/tereré*. It is traditionally consumed in central and southern regions of South America, primarily in Paraguay, as well as in Argentina, Uruguay, southern and central-western Brazil, the Chaco region of Bolivia and southern Chile. ¹



- Yerba Mate has the “strength of coffee, the health benefits of tea, and the euphoria of chocolate” all in one beverage. Of the six commonly used stimulants in the world: coffee, tea, kola nut, cocoa and guarana, yerba mate triumphs as the most balanced, delivering both energy and nutrition.
- The leaves of the rainforest mate tree naturally contain 24 vitamins and minerals, 15 amino acids, abundant antioxidants.
- Yerba mate is very versatile and can be prepared a variety of ways, from a tea infuser or French press to a coffee machine, even an espresso maker. It can be consumed hot, or cold, and served with milk and honey or iced with lemon and mint, the combinations are endless.

RICE FLOUR



- Rice flour (rice powder) is a form of flour made from finely milled rice. Rice flour may be made from either white rice or brown rice, each works well for commercial products or home baking. To make the flour, the husk of rice or paddy is removed and raw rice is obtained, which is then ground to flour.
- Rice flour is made from a gluten-free grain, which may make it the better choice when it comes to anyone suffering from gluten intolerance and Celiac disease. Gluten is a protein found in grain products, such as wheat and rye.
- Rice contains insoluble fiber, the substance that helps waste material move through the intestines. A diet high in fiber will lower cholesterol, improve blood sugar levels and promote regular bowel movements. By adding more fiber to your daily meal plan with rice flour, you may lower your risk for developing some medical conditions, such as diverticular disease, colon diseases, type-2 diabetes and hypertension.

SUGAR



- A sweet crystallizable material that consists wholly or essentially of sucrose, is colorless or white when pure tending to brown when less refined.
- In Brazil, is obtained commercially from sugarcane.
- Modern sugar production has progressed in leaps and bounds, and technology has replaced slave labor. Brazil has been at the forefront of development in the sugar industry for many years, sequencing the sugar cane genome, developing over 100 strains of sugar cane, and devising milling and refining methods that are so advanced that mills and refineries are often able to sell excess energy back on to the national grid rather than pay for power with which to conduct their operations.

WINE



- Currently, the production of fine wines in Brazil totals 10,000 hectares of *Vitis vinifera* grapes, divided into six main regions: Serra Gaúcha, Campanha, Serra do Sudeste and Campos de Cima da Serra, in Rio Grande do Sul, Planalto Catarinense, in Santa Catarina, and Vale do São Francisco, in northeastern Brazil.
- The grape and wine industry combines techniques to ensure the quality of their labels, including manual harvest, and leading-edge technology in viticulture and winemaking processes. Under these conditions, Brazil can develop fresh, fruity and balanced wines with moderate alcohol content that are very pleasant to drink.
- Over the past 15 years, the Brazilian wine industry has made major investments in technological innovations and the management of vineyards. The result? Products with excellent quality, recognized with more than 3,000 international awards.



- More than just being heart-healthy, wine has a slew of surprising health benefits, many of which stem from resveratrol. Some plants make resveratrol to fight off bacteria and fungi, or to withstand a drought or lack of nutrients. Resveratrol may be the *wonder ingredient* responsible for many of wine's benefits.
- Resveratrol directly activates a protein that promotes health and longevity in animal models. Resveratrol increases the activity of sirtuins (longevity pathways), a group of genes that protects the body from diseases of aging.
- Besides, resveratrol may also help improve short-term memory, reduce LDL and increase HDL, stops out-of-control blood vessel growth in the eyes and other benefits.