STRONG BRAINS *love* WILD BLUEBERRIES

Wild Blueberries®

ARE YOUR BLUEBERRIES *wild?*

LEARN WHY THEY'RE DIFFERENT.

Wild BLUEBERRIES

(Vaccinium angustifolium)

- **More Intense Blueberry Taste:** Thousands of naturally occurring diverse plants in every field combine to create a potent and complex flavor ranging from tangy tartness to succulent sweetness that ordinary blueberries can't match.
- **More Antioxidant Power:** 33% more brain healthy anthocyanins and 2x the antioxidant capacity of ordinary blueberries makes wild blueberries the berry healthy bodies and brains crave.
- **Smaller (with more punch):** Smaller wild blueberries offer a higher skin-to-pulp ratio; meaning less water and more antioxidant-rich pigments, more fiber, and more intense blueberry flavor per serving.
- **Grown Wild and Local:** As 1 of 3 native North American fruits, wild blueberries are never planted. They grow wild in the thin glacial soils and harsh northern climate of Maine - the very same place where Mother Nature put them more than 10,000 years ago.
- **Frozen at Peak Freshness:** Harvested at the peak of Maine summer, 99% of the wild blueberry crop is frozen fresh within 24 hours ensuring all the taste and health benefits are ready for you in the frozen fruit section of the grocery store.

ORDINARY BLUEBERRIES

(Vaccinium corymbosum)

- **Ordinary Taste:** By propagating a select few genetically narrow varieties, growers produce a blueberry of consistent size, with a blander flavor than the naturally more complex wild flavor profile.
- **Less Antioxidant Power:** Like the wild ones, ordinary blueberries contain phytochemicals called flavonoids, which deliver antioxidant protection to your cells. But if you want the biggest antioxidant bang for your blueberry, go wild!
- **Bigger (and blander):** Larger uniform berries have more watery pulp, which means less antioxidant-rich pigments from the skin, less fiber and less intense flavor per serving.
- **Larger Carbon Footprint:** Imported ordinary blueberries come from several high bush variety plants that are propagated and harvested around the world landing on store shelves having incurred a much larger carbon footprint.
- **Picked Before Ripe and Shipped:** Fresh ordinary blueberries are often picked before fully ripe and shipped thousands of miles after harvest, only to wait around for weeks before hitting store shelves.

The power IS IN THE PIGMENT

33% MORE BRAIN HEALTHY ANTHOCYANINS

Anthocyanins are the plant compounds found in the skin of the Wild Blueberry that give them their pretty purply blue hue. A growing body of research suggests anthocyanins work to reduce inflammation and are beneficial to humans. Wild Blueberries have **33% more anthocyanins** than ordinary blueberries—giving you a big leg up when it comes to keeping your brain and body running strong.

2x ANTIOXIDANTS

When you want blueberries, pick wild. Feed your brain the good stuff. The antioxidant king, Wild Blueberries have **two times more antioxidants** than ordinary blueberries have. Studies suggest antioxidants get rid of the free radicals in the body, while fighting the inflammation that leads to long-term chronic disease and aging.

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wild ABOUT NUTRITION

Wild Blueberries vs. Ordinary Blueberries

33% MORE ANTHOCYANINS

2x THE ANTIOXIDANTS

MORE INTENSE BLUEBERRY TASTE

72% MORE FIBER

32% LESS SUGAR

Nutrition Facts	
Serving size	1 cup (140g)
Amount per serving Calories	80
	% Daily Value*
Total Fat 0g	**0%**
Saturated Fat 0g	**0%**
Trans Fat 0g	
Cholesterol 0mg	**0%**
Sodium 0mg	**0%**
Total Carbohydrate 19g	**7%**
Dietary Fiber 6g	**21%**
Total Sugars 10g	
Includes 0g Added Sugars	**0%**
Protein 0g	
Vitamin D 0mcg	0%
Calcium 24mg	2%
Iron 1mg	6%
Potassium 95mg	2%
Zinc 1mg	10%
Manganese 4mg	170%

* The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2000 calories a day is used for general nutrition advice.

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FIND THEM IN THE FROZEN AISLE.

wild BENEFITS FOR BETTER HEALTH

From your head to your toes,
Wild Blueberries do right by your body.

HEART HEALTH

Heart disease remains the number one cause of death worldwide.[1] Eating a healthy diet can help your heart and circulatory system.[2] For over 20 years, scientists have investigated how Wild Blueberries can benefit cardiovascular health. There is a growing body of evidence that the purply blue anthocyanins found in Wild Blueberries protect the cardiovascular system. For example, eating Wild Blueberries for six weeks has shown blood pressure improvement and reduced risk of clogged blood vessels among people with metabolic syndrome.[3]

DIABETES AND METABOLIC SYNDROME

Metabolic Syndrome is diagnosed if someone has pre-diabetes symptoms and other indicators, such as a large waist circumference or high blood pressure. Maintaining a healthy diet is one of the easiest ways to help prevent Metabolic Syndrome and halt its progression to Type 2 diabetes and heart disease. Research shows six weeks of consuming Wild Blueberries daily improved insulin sensitivity for those with high risk of developing Type 2 diabetes.[4] Additionally, studies conducted at the University of Maine show Wild Blueberries reduced some Metabolic Syndrome risk factors.[5]

VISION

The deep pigments of Wild Blueberries (a.k.a. anthocyanins) have been associated with positive effects on vision. Research suggests Wild Blueberry intake improved vision recovery after exposure to bright light (e.g., nighttime driving and bright headlight exposure). Additionally, anthocyanins have shown benefits for vision by lowering blood and fluid pressure within the eye. Some studies suggest that blueberry intake may reduce cataract development.[6]

MORE WILD RESEARCH EXPLORED

Wild Blueberry health benefits are being investigated for:

- Exercise performance and recovery
- Wound healing
- Prevention of bone loss

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A HEALTHY SCOOP DOES A *whole lotta good!*

Wild Blueberry MORNING BRAIN BOOSTING SMOOTHIE

Yield: 2.5 cups | Serves: 2

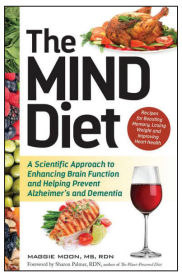
- 1 1/2 cups PLAIN CHOBANI OAT DRINK
- 1 medium BANANA (frozen or fresh)
- 1 1/2 cups FROZEN WILD BLUEBERRIES
- ¼ cup CALIFORNIA WALNUT PIECES
- ¼ tsp BAKING VANILLA (optional)

DIRECTIONS:

Add all ingredients to a blender in the order listed. Blend on high until well-combined and smooth, about 2 minutes. Divide into two cups and enjoy.

DIETARY FEATURES: Plant-based, lactose-free, dairy-free, gluten-free

MIND FOODS: berries, nuts, whole grains



"This smoothie is a delicious delivery system for potent brain-boosting pigments from Wild Blueberries, healthy fats, plant protein, and comforting creaminess from bananas and oat drink. You'll love this smoothie for breakfast before a big exam or a busy day at the office."

Maggie Moon, MS, RD, author, The MIND Diet

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Wild Blueberries & BRAIN HEALTH

THE SCIENCE BEHIND THE TINY, POTENT BERRY

A 20-year body of research: Eating a healthy diet is linked to brain health and cognitive performance. With 33% more deep purply blue anthocyanins and 2x the antioxidants of ordinary blueberries, Wild Blueberries contribute to healthy brains.[10] Here are six research-backed reasons Wild Blueberries should be on your family's menu.

Boost brain health in kids

Research found **significant positive effects** on memory, decision-making, response times, concentration and mood when children consumed a Wild Blueberry beverage before testing.[1,2,3,4]

Slow brain aging

A large population study demonstrated that higher intake of anthocyanins is associated with a **slower age-related decline** in cognitive performance. In another population study, a **substantial reduction in risk for Parkinson's disease** was associated with anthocyanin consumption.[5,7]

Improve memory in older adults

Studies indicate daily Wild Blueberry supplementation for elderly adults experiencing cognitive impairment can **enhance neural response** in certain areas of the brain. Additionally, a recent study of healthy older adults found that adding blueberries to daily diets for three months **decreased mistakes** made in memory tests. Additionally, a 4-month study of people over 68 who were at risk of dementia showed that daily blueberry supplements **enhanced brain activity** during a memory task.[5,6,11]

Get more out of exercise

Research suggests regular exercise leads to better brain health. Wild Blueberries support **enhanced fat burning and viral protection** when combined with exercise.[6,9]

THE *tastiest* BRAIN FOOD YOU'LL FIND!

Adding a healthy scoop of Wild Blueberries to your family's breakfast will support brain health. After all, strong brains love Wild Blueberries.

Reduce inflammation

Daily consumption of Wild Blueberries may **decrease inflammation** implicated in chronic diseases, which can impact cognitive health.[7]

Help reduce the risk of chronic disease

There is evidence of a growing connection between cardiovascular disease, Type 2 diabetes, and metabolic syndrome, and increased risk for dementia and Alzheimer's disease. Wild Blueberries have documented **health benefits against chronic diseases**, further supporting the berries' effects on brain health.[4]

Each morning, feed your brain a healthy scoop of goodness with Wild Blueberries.

Wild Ways TO A HEALTHY BRAIN

1. **Pick Brain Healthy Foods** – Make it easy by adding a healthy scoop of Wild Blueberries to your morning regimen.

2. **Move Every Day** – Exercise enhances blood flow to the brain, increases brain cell connections, and requires balance and spatial relation practice.

3. **Sleep Well** – Brains need a reset each day so don't skimp on the shut-eye.

4. **Manage Your Health** – Work with your doctor to stay on top of chronic conditions (e.g., high blood pressure or diabetes).

5. **Stress Less** – Activities like yoga or meditation help reduce anxiety and improve mood and relaxation.

6. **Be Social** –Spending quality time with friends and family is good for your brain.

7. **Stimulate Your Brain** – Stay curious. Read, master a new skill, challenge your brain every day.

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go wild. FEED YOUR BRAIN THE GOOD STUFF.