



## NERGI®: A HANDY, HEALTHY SNACK

PRESS KIT 2015

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# NERGI® AND ITS 5 VIRTUES



HERE ARE AT LEAST  
5 REASONS  
TO SUCCUMB TO ITS  
CHARMS.



## IDENTITY SHEET

**In season:** from September until the beginning of November.

**Produced in South West of France.** It is developing fast in Italy, Portugal and the Netherlands.

**Distributed:** in supermarkets (in the fruit section), retailers, out of home catering (starred restaurants and commercial catering).

**Sale price:** 2.50€ to 3€ per pack of 125 grams.

**Store:** up to 3 days at room temperature and up to a week in the refrigerator.

## HOW INTRIGUING...

A “baby” kiwi called NERGI® has been on our stalls for a while.

With its “mini” size and unusual look we are eager to try it and cook it to see what’s hiding inside!



01

A new berry that has been cultivated in France, Portugal, Italy and the Netherlands since 2013, it adds a bit of excitement when it comes into season and through to November. It is an anti-depression remedy!

02

NERGI® is grown in specific area where it preserves all its aromas and ripens in the warm sunshine. Exoticism within arm's reach...

03

Thanks to its thin skin, it is easy to eat so you can munch on it at any point during the day. Healthy snacking is possible at long last!

04

Its sweet taste with a hint of acidity will stimulate your taste buds, even the more hesitant among you.

05

This berry is full of vitamins and nutritional benefits. It's brimming over with energy, and it's healthy!



# THE FRUIT OF PAINSTAKING PRODUCTION



Originating from Asia, kiwiberry has existed in the wild for centuries. Obtained from a natural selection of plants from the *Actinidia arguta*<sup>1</sup> family, NERGI® is a new non-GM fruit.

Cultivated in the South West of France, Italy, Portugal and the Netherlands, NERGI® is the result of the patience and know-how of the arborists who hand pick the fruit.

To understand this little-known production, François Lafitte opens the doors to his orchard in the Landes region in France. As well as a producer of NERGI®, he is also the President of an agricultural cooperative linked to SOFRUILEG, the company that coordinates NERGI®.

## Why has NERGI® only existed in France since 2013?

### Why have you taken an interest in this project?

SOFRUILEG first starting working with our New Zealand partner in 2005. Ten years ago! It was on a trip to New Zealand that we fell in love with this little green berry and its great taste. Naturally curious, we quickly started to produce it in our Landes region in South West of France in order to observe its behaviour. The first results were convincing, both technically and commercially. Many producers in our cooperative have joined us in this adventure.

## What are the stages of production?

### How do you know when NERGI® is ripe?

Planting takes place in spring, during April. The producer must be very careful during all the stages of the orchard's development (water supply, using fertilisers as a last resort, healthy balance...). Winter pruning is a crucial stage because it helps regulate the vigour of the plant and then the tree structure progressively forms. The harvesting comes in September. It is the sugar content and the suppleness of the fruit that determine when is ready to be picked.



FRANÇOIS LAFITTE

NERGI® PRODUCER

"It was on a trip to New Zealand that we fell in love with this little green berry and its great taste. Naturally curious, we quickly started to produce it in our Landes region in South West of France in order to observe its behaviour."



03



<sup>1</sup> Natural selections by the New Zealand Plant and Food Research Institute.

nergi

A SWEET  
BERRY RICH IN  
BENEFITS!





04

2015,  
1 MILLION  
PACKS OF 125 GRAMS

TRY IT WHEN IT IS  
SOFT TO THE TOUCH.  
NO NEED TO PEEL.



#### What characterises French production of NERGI®?

French production mainly takes place in the Landes, Pyrénées-Atlantiques, Gers and Lot-et-Garonne areas. It has also developed in the South East of the country. Portuguese, Italian and Dutch producers have also fallen in love with this product! Growing NERGI® requires deep, rich soil and a temperate climate, not too hot in the summer and not too cold in the winter. Our orchards are managed according to sustainable agriculture principles: water and fertilisers are added sparingly according to the plants' needs. The rows between trees are kept grassy in order to limit soil erosion and encourage the growth of flora and fauna, which are vital for the overall balance of the orchard.

#### How many NERGI® do you produce in season?

Production has grown constantly. Our orchards are young and every year new producers join us in this adventure. For the 2015 season, we expect to produce the equivalent of 1 million packs of 125 grams.

#### Is production regulated?

What we really want is for the consumer to find the same quality in NERGI® no matter where it was bought or where it was produced. Therefore, the NERGI® brand requires strict specifications applied to production and packing stations right up the moment it is dispatched to our clients. The sugar level, firmness and the general appearance of the berry are regularly checked.

#### When is the fruit at its best?

When it is supple to the touch. At this stage, you get the perfect balance between sweetness and acidity.

#### DID YOU KNOW...

Actinidia arguta remained wild for a long time due to its fragility and the limited conservation time of its fruits. To rectify this, the New Zealand research Institute Plant and Food Research made a natural selection of new Actinidia arguta varieties under the NERGI® brand.

# A GREAT BERRY, READY TO EAT AND EASY TO COOK



Its "ready to eat", healthy and original format is popular. Its thin and smooth skin is edible. No need to peel, just munch it as it is. With its perfect size, 2 to 3 centimetres and 8 to 15 grams in weight makes it ideal for everyone. Eaten as it is or with added ingredients, with family, alone or with friends, its taste, simplicity and originality have earned the berry numerous fans.

It can easily be used for "quick", "energy" or "fun" recipes so here are a few original ideas for the 2015 season.

## "QUICK" RECIPES

for a snack, an impromptu aperitif or a simple dinner:

- "N'ergy" salad
- NERGI® mish mash skewers
- Sweet and sour NERGI® wok dish

## "ENERGY" RECIPES

light, healthy and full of energy:

- N'ergising water
- Fish ceviche and NERGI®

## A "FUN" RECIPE

for a tasty and successful birthday snack or as a fruity dessert with your kids:

- Choco-NERGI® mini cheesecake

High definition visuals and developed recipes available upon request.

Photo credits: Anne Demay / NERGI®

GREAT COMFORT SNACK  
AFTER EXERCISE



CHOCO-NERGI®  
MINI CHEESECAKE



LUNCH AT HOME



"N'ERGY" SALAD



# WELL-BEING AT YOUR FINGERTIPS

A great source of healthy benefits, NERGI® is full of vitamins, minerals and fibres that are vital for our body to function properly and for our well-being.

## NERGI®, A "SUPERFRUIT" FULL OF VITAMINS C AND E

Like vitamin E, vitamin C is an anti-oxidant vitamin that helps fight against free radicals, which are responsible for skin ageing. These great vitamins are also known for their anti-fatigue qualities.

Thanks to its high vitamin C content, NERGI® comes under the "superfruit" category. Here is its composition:

VITAMIN C



52,5 MG<sup>2</sup>  
(PER 100 G)

so 87,5% of the daily recommended intake<sup>3</sup>

VITAMIN E



5,28 MG<sup>2</sup>  
(PER 100 G)

so 44% of the daily recommended intake<sup>3</sup>

## NERGI®, A BERRY RICH IN MINERALS AND FIBRE

With a rich potassium content, it beats other berry in the same category (strawberries, raspberries, blackberries and blueberries). It is also full of calcium, magnesium, phosphorus and fibre. Here is a breakdown of these nutritional values:

GOOD SOURCE  
OF FIBRE

3,66  
FIBRE  
PER 100 G<sup>2</sup>

SO 14,4 %  
OF THE DAILY  
RECOMMENDED INTAKE<sup>3</sup>

### NUTRITIONAL VALUES<sup>2</sup>

(PER 100 G)

POTASSIUM	268 mg
SO 13,3% OF THE DAILY RECOMMENDED INTAKE	
CALCIUM	45,9 mg
SO 5,1% OF THE DAILY RECOMMENDED INTAKE	
MAGNÉSIUM	19,4 mg
SO 5,2% OF THE DAILY RECOMMENDED INTAKE	
PHOSPHORE	29,4 mg
SO 4% OF THE DAILY RECOMMENDED INTAKE	

<sup>2</sup> Study "Plant and Food Research" 2015

<sup>3</sup> Values updated in accordance with the Ruling of 3 December 1993, implementing Decree no 93-1130 of 27 September 1993 on labelling of the nutritional qualities of foodstuffs, annex 1 amended on 24 February 2010

06

RICH IN  
VITAMIN C



## A HEALTHY LOW-CALORIE BERRY

As well as its health benefits, NERGI® has another key asset: it has very few calories with 52 Kcal per 100 grams of fresh fruit. It is therefore a great well-being ally; it is ideal before exercise or to give you a boost.

LOW  
CALORIE

52<sup>4</sup>  
KCAL  
PER 100 G

### THESE HEALTHY FRUITS ARE



OBTAINED THROUGH A  
NATURAL CROSS



SUSTAINABLY  
FARMED



NATURALLY  
SWEET



EDIBLE WITHOUT PEELING



HAND-PICKED



AS IT IS SMALL, NERGI®  
IS EASY TO TRANSPORT  
IN ITS SMALL PACK OF  
ABOUT 12 TO 15 FRUITS.



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## PRESS CONTACTS

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FOR MORE  
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**nergi.info**



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