

Organic Bilberry Juice Powder



What is organic bilberry powder?

Organic Bilberry Powder is derived from the fruit of *Vaccinium myrtillus*, a small, dark purple berry closely related to the blueberry. Known for its rich antioxidant content, especially anthocyanins, organic bilberry powder is prized for its health benefits, particularly its support for eye health, cardiovascular function, and overall vitality. It is available in two forms: **Organic Bilberry Powder** and **Organic Bilberry Juice Powder**, both offering potent nutrients and antioxidant properties. These powders are perfect for use in functional foods, dietary supplements, beverages, and cosmetics.

Key Features:

- **Certified Organic:** USDA and EU organic certification, ensuring non-GMO and pesticide-free production.

- **Rich in Anthocyanins:** High concentration of anthocyanins (up to 25%), which have powerful antioxidant and anti-inflammatory properties.
- **Nutrient-Dense:** Contains essential vitamins (A, C, E) and minerals (iron, calcium, magnesium).
- **Supports Eye Health:** Traditionally used to improve vision, reduce eye strain, and protect against age-related macular degeneration (AMD).
- **Versatile Formulations:** Available in both powder and juice powder form for various applications.
- **Natural Flavor:** Mildly sweet with a slightly tart profile, ideal for natural food and beverage formulations.

Key Differences Between Bilberry Juice Powder and Bilberry Powder:

Feature	Organic Bilberry Juice Powder	Organic Bilberry Powder
Processing Technology	Juice extraction followed by concentration and spray drying	Whole fruit freeze-drying or dehydration
Nutrient Profile	Higher concentration of antioxidants (especially anthocyanins), vitamins (like vitamin C), and natural sugars, but lower in fiber	Contains fiber, antioxidants (such as anthocyanins), vitamins (such as vitamin C), and minerals from the whole fruit, including the skin and seeds
Flavor	Intense, sweet-tart bilberry flavor from the concentrated juice	Milder, more complex flavor from the whole fruit, with slight earthiness from the seeds and skin
Color	Deep purple to red, vibrant due to juice concentration	Dark purple to blue, slightly muted depending on whole fruit processing
Application Areas	Beverages, powdered drink mixes, health supplements, functional foods, smoothies	Smoothies, energy bars, baked goods, jams, sauces, fruit spreads, dietary supplements
Shelf Life	Slightly shorter shelf life due to juice concentration and moisture content	Longer shelf life due to fiber content and minimal moisture
Water Solubility	Highly soluble in water, ideal for instant beverages and drink mixes	Less soluble in water due to fiber and seed content

Health Benefits:

1. Promotes Eye Health:

1. Rich in anthocyanins, bilberry powder is renowned for improving night vision, protecting against oxidative damage, and alleviating symptoms of eye fatigue.

2. Rich in Antioxidants:

1. High antioxidant content helps fight free radicals, supporting overall health and slowing down the aging process.

3. Supports Circulatory Health:

1. Enhances blood circulation and strengthens blood vessels, promoting cardiovascular health.

4. Anti-Inflammatory:

1. Reduces inflammation in the body, benefiting conditions like arthritis, joint pain, and other inflammatory diseases.

5. Blood Sugar Support:

1. May help regulate blood sugar levels, supporting healthy glucose metabolism.

6. Brain Health:

1. Potential cognitive benefits by improving blood flow to the brain and protecting brain cells from oxidative damage.

7. Immune System Boost:

1. High vitamin C content supports immune function, aiding in the body's defense against illnesses.

Applications:

- **Organic Bilberry Juice Powder:** Ideal for use in beverages, powdered drink mixes, smoothies, health supplements, and functional foods. Its high concentration of antioxidants, particularly anthocyanins, makes it perfect for eye health, anti-aging, and immune-boosting products.
- **Organic Bilberry Powder:** Perfect for use in smoothies, energy bars, baked goods, jams, sauces, fruit spreads, and as an antioxidant-rich ingredient in dietary supplements. The fiber content also makes it suitable for digestive health products and gut-friendly formulations.

Both products are organic certified, non-GMO, and free from artificial additives, offering a natural,

high-quality ingredient that enhances the flavor, color, and nutritional value of your food, beverage, and supplement formulations.

Why Choose Our Organic Bilberry Powder?

- **Organic Certification:** Sourced from certified organic farms, ensuring top-quality, pesticide-free products.
- **Nutrient-Rich:** High in antioxidants, vitamins, and minerals for enhanced health benefits.
- **Versatile:** Suitable for a wide range of applications, including food, beverages, supplements, and cosmetics.
- **Sustainable Production:** Responsibly sourced and processed with sustainability in mind.

Packing

