

**NEWS RELEASE**

Media Contact: Dariel Curren  
Development Counsellors International  
(212) 725-0707, dariel.curren@dc-intl.com

**NZTE Booth #2043**

**Editor: Representatives of the 14 New Zealand companies listed below will be in attendance at Expo West and available for interviews. High-res photos available upon request.**

## 14 New Zealand Companies to Showcase Products at Natural Products Expo West

### *2 Free Tickets to New Zealand Among Prizes at Booth*

NEW YORK, NY (February 26, 2010) – More than a dozen New Zealand companies will showcase products at the Natural Products Expo West in Anaheim, California on March 12-14, 2010. The companies represent a wide range of industries, from organic food to cosmeceuticals to nutraceuticals. They will be on display at the New Zealand Trade & Enterprise (NZTE) booth, #2043. NZTE helps New Zealand companies connect to American distributors, wholesalers and retailers.

"More than 80 percent of New Zealand's native plants can not be found in any other part of the world," said Jennifer Barclay, NZTE's Business Development Associate. "The country's unique biodiversity allows us to use our raw ingredients creatively to develop innovative products to offer to the natural products industry."

Visitors to the NZTE booth will have the chance to enter a contest to win two free airline tickets to New Zealand, courtesy of Natural Being Skincare. Other prizes include a large gift basket holding the latest New Zealand products available in the U.S. The prize winners among other news will be announced through the booth's Twitter handle @NaturalNZinUSA.

New Zealand will also be hosting the welcome reception to kick off Natural Products Expo West on Thursday, March 11 from 6:00-8:00 p.m. in the Palm Court at the Anaheim Convention Center. Maori dancers (New Zealand's indigenous people) will provide live entertainment, while guests will enjoy New Zealand food and beverages ranging from Manuka honey drizzled over cheese to smoked salmon with Heilala Vanilla bean sauce to dried cassis berries.

Among the 14 New Zealand companies being showcased at the NZTE booth are:

**BioVittoria** is the world's largest producer and processor of monk fruit. Its product, Fruit-Sweetness, is a unique zero-calorie concentrate that comes from naturally occurring compounds in the monk fruit. The concentrate can be 300 times sweeter than sugar. The product just received GRAS notification (Generally Recognized As Safe) from the US Food and Drug Administration. Fruit Sweetness is the first and

only all-natural, zero-calorie fruit concentrate sweetener to receive this notification.  
[www.biovittoria.com](http://www.biovittoria.com)

**Living Nature**, one of the world's first companies to produce skincare without the use of synthetic preservatives or parabens, will be launching its new Natural Being Skincare product line. The main ingredients include active Manuka Honey and Manuka Oil – both native to New Zealand. Natural Being Skincare products do not contain synthetic preservatives, parabens, harsh chemicals, artificial colors or fragrances – just pure natural ingredients as certified by BDIH, Germany. [www.naturalbeingskincare.com](http://www.naturalbeingskincare.com)



**Heilala Vanilla**, which offers high-end vanilla products to the food and beverage industry, began when a New Zealand family conducted an aid project to help the people of the Republic of Tonga. After falling in love with the people and the environment, the family used its horticulture background to start a vanilla plantation. By practicing sustainability and partnering with the local people, Heilala Vanilla started to produce the richest grade of vanilla in the Asia Pacific region. The product has a distinctive aroma, shine and plumpness. Heilala Vanilla is then packaged for each order. Pure Extract and Vanilla Paste are manufactured and dispatched to executive chefs, gourmet food manufacturers and a selection of specialty retail stores. <http://www.heilalavanilla.co.nz>



**Just the Berries Ltd (JTB)** is a manufacturer of nutraceutical ingredients and functional foods and beverages containing black currant anthocyanins. The company just launched Sweet Cassis, a unique combination of gourmet yogurt, decadent dark chocolate and nutrient-packed New Zealand Cassis. This delicious yet nutritious snack contains a wide range of health components, including anthocyanins, polyphenols, vitamins, minerals and essential fatty acids ALA and GLA. The berries are dried, and then delicately dipped in yogurt and dark chocolate.

[www.blackcurrants.co.nz/](http://www.blackcurrants.co.nz/)

**Taura Natural Ingredients** is a leading manufacturer and supplier of functional, concentrated fruit ingredients for the global food manufacturing industry. Utilizing proprietary Ultra Rapid Concentration (URC®) technology, Taura manufactures a range of real fruit pieces, flakes and pastes for fruit snacks, nutritional bars, baked goods, cereals, chocolate and candy. With over 30 years fruit processing expertise, Taura offers manufacturing solutions, technical advice and innovative application product concepts that are on-trend and driving new category growth.

[www.tauraURC.com](http://www.tauraURC.com)

**Simunovich Olive Estate**, the largest privately owned olive grove in New Zealand, showcases an impressive range of fine-quality olive oil skin care and beauty products. The estate adopted sustainable practices, where very little parts of the olive tree or water used for the land go to waste. For example, to make the most use of the olive tree's leaves, the company launched its latest skincare range, Tebe, which includes extracts from the olive leaf. [www.simuolive.co.nz/](http://www.simuolive.co.nz/)

**Vital Foods** was founded in 1991 by former agricultural scientist Bruce Donaldson, who discovered a way to concentrate kiwifruit and blend with natural flavors to make a bioactive drink, Kiwi Crush. Kiwi Crush has been widely adopted by hospitals and the medical community in New Zealand for its bowel health and regularity benefits. The company has developed a kiwifruit derived capsule, Phloe Healthy Bowel ([www.phloe.co.nz](http://www.phloe.co.nz)), which has been clinically proven to improve regularity through a unique triple action of prebiotics, enzymes and fiber concentrated from fresh kiwifruit. [www.vitalfoods.co.nz](http://www.vitalfoods.co.nz)



**Comvita** is a well-established premium global natural health brand and is committed to the development of innovative natural health and well-being products backed by credible scientific research. The company taps into the natural resources that surround it – Manuka honey and propolis, leaves of the olive tree and broccoli. <http://comvita.com/>

**Absolute Essential's** therapeutic plant oils are organically certified, New Zealand made. The company is committed to uncompromising standards; all of its materials are fully researched and sourced globally to meet strict quality and ethical requirements. Each product is professionally crafted to support a well-balanced lifestyle in harmony with nature. [www.absoluteessential.com](http://www.absoluteessential.com)

**Fonterra Co-operative Group** is one of the top ten dairy companies in the world and is a global leader in dairy nutrition. The New Zealand-based co-operative is responsible for around 40 percent of international dairy trade. The co-operative collects over 14 billion liters of milk a year from New Zealand farms and sells more than 2.3 million metric tons of products. [www.fonterra.com](http://www.fonterra.com)

**New Zealand Natural** is a premium ice cream made with fresh dairy cream from cows that feed on the green, unpolluted pastures of New Zealand. With a rich creamy texture, the ice cream is available in five flavors: chocolate ecstasy, vanilla classic, cookies and cream, mango sorbet and "hokey pokey," which is crunched butterscotch candy in vanilla ice cream. [www.newzealandnatural.com](http://www.newzealandnatural.com)

For more information on New Zealand natural products, contact Jennifer Barclay at NZTE at (646) 378 4800 or visit [www.naturalproductsnz.org](http://www.naturalproductsnz.org). You can also stay up-to-date on New Zealand's natural products news by following [@NaturalNZinUSA](https://twitter.com/NaturalNZinUSA) on Twitter or joining the Facebook fan page "[Natural Products NZ](https://www.facebook.com/NaturalProductsNZ)."

###