Therapeutic values of superfruits, beyond nutrition and their value addition for commercialization

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Superfruits - Super Sales and Super Claims

Packed with antioxidants, fiber, and other nutrients that can help to live longer, look better and even prevent disease.
Superfruits

• "super" based on its **antioxidant capacity**
  – naturally occurring compounds,
  – known as **polyphenols**, 
  – linked to **potential health benefits**.

• Superfruits? Not every fruit qualifies.

• Definition varies 
  – Scientists/ marketing
According to dieticians & marketers — low-calorie, nutrient-rich foods, which contains antioxidant, anti-inflammatory and antibacterial +++ properties

Superfruits — Cherries & Berries
Berries & Cherries

Top five best-selling Superfruits?

– acai berries
– cranberry
– coconut
– elderberry
– goji berries
New entries..

- Kiwi
- Grapes
- Grape fruit
- Mangosteen
- Promogranate
- Dragon Fruit
- Watermelon Cantaloupe
Bael fruit

• Traditional use
  – Constipation
  – Diarrhea
• Mucilage gum...
• Fruit pulp -v high content of tannins(9%)
• Therapeutically active Marmelosin
Mangosteen

• Anti-oxidants, anti-bacterial anti-fungal factors

• Xanthones
  – Pericarp
  – Contains xanthone derivatives

• Potential of Mangostin & Garcinol as an anticancer agent
Soursop

• Popular fruit
• Annonaceae acetogenins??
• Slowing the growth of cancer cells
• Acetogenins isolated from soursop pulp
Coconut water

• Is coconut a fruit???
• Coconut water qualifies.

• Very high Potassium content
• Low sodium content
• About 4-6% sugar content
• Ideal for sports beverage
Ideal Processing

• Fresh fruits
  – Handling issues
  – Short shelf life

• Processing
  – Consistence quality
  – Flavor changes
  – Loss of active ingredients
  – UHT or HTST
Thank You