



A unique Finnish berry innovation brings you your daily berries with ease and unflinching quality all year round.

Oy Roberts Ab, a family enterprise in Turku for the past 106 years, is introducing Roberts Berrie, the next generation line of high-quality berry products, to the market in September.

The innovation in this line of products is based on highly abundant use of natural Nordic berries and their refinement into a delicious "shot" that keeps at room temperature. In this way, consumers can enjoy their servings of daily berries with ease where ever and whenever they like.

The first products of this line are already on the market, receiving innovation references abroad and being featured in a Super Bowl ad. The renewed and expanded series now being launched consists of three product families where the sweetness comes from berries and fruit only

- **Berrie SuperBerries** contain a great deal of whole berries with five delicious flavours.
- **Power Berries of the Berrie+** family contain not only your daily berries, but also ingredients that support wellbeing, such as fibre and collagen.
- **Moomin Berrie** is a delicious snack to take along, made especially for children

Berrie +Beauty cloudberry&sea buckthorn+collagen



Berrie +Beauty contains cloudbberries, sea buckthorn and hydrolysed collagen VERISOL®. In a cup of 1 dl there are 29 sea buckthorns, 9 cloudbberries and 2.5 g protein.

The most beautiful berries in the north

Golden cloudberry and sea buckthorn ripen by the midnight sun are the ultimate, multi-task beautifiers. They contain i.a. vitamin A and E along with carotenoids to restore skin's luminosity. In addition to these beautyberries Berrie +Beauty contains collagen peptides. Collagen is a part of healthy skin and the main structural protein in connective tissues.

Roberts is specialized in developing and producing innovative products out of healthy wild grown Nordic berries. In addition to Berries factory produces jams, marmalades and fillings to bakeries, horeca-customers and retailers. All products are manufactured in modern, effective factory in Turku. Team with 25 people is making a turnover of 12 m€ (2015). Roberts has been awarded the FSSC 22000 food safety certificate for its quality system. You can pick your daily berries all year round at our online shop at robertsberrie.com

Pictures for media: <http://www.roberts.fi/media>

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