



# Vitalis

More nature – more life!





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## Vitalis Juices - a result of long-term development

**Vitalis** fruit juices are a result of a long and careful development by a team of international experts. The production is done following the highest European standards and using the highest quality raw materials. The processing of the juice is done through the process of pasteurization and the products do not contain any preservatives

or other unnatural substances. Today, **Vitalis** juices are exported into several European countries and even to different continents. Since the products first launched 10 years have passed.

## The idea behind the product

The idea which initiated the development of the **Vitalis** juices is very clear: **High quality at an**

**affordable price.** The realization of the project presents a real challenge for any manufacturer, because they have to connect two seemingly incompatible components: High quality and affordable price. After a lot of work, the basic driving ideas came to be fully realized and **Vitalis** juices, a synonym for **high quality at an affordable price**, first appeared on the market.





### Brand name Vitalis

The development of the product and brand **Vitalis** lasted for over a year with the help of the international operative team for implementation which is composed of technologists and technicians of production, supplier technologists of raw materials from Slovenia and Austria, as well as specialists for development and management of brands by the

company Marketing Art from Stockholm. The name **Vitalis** is a result of long-term research about the psychology of the costumers. From over 120 different names, research showed that the name **Vitalis** is the best choice for this type of product.

### By the taste of costumers

When deciding which types of juices would be made available, the

taste of the costumers was crucial. At the beginning, between more than 20 different flavors from both domestic and exotic types of fruits, the costumers first selected six. Testing new tastes is a part of the regular development, therefore every year new flavors are introduced into the production program based on the choices of costumers.





# Vitalis Family



**nectar**  
**Tropical fruit**  
Ar. no.j 060 0011



**nectar**  
**Apple**  
Art. no. 060 0012



**nectar**  
**Wild berries**  
Art. no. 060 0013



Product code	Commercial product name	Weight g	Width x depth x height (in) mm	Type of packaging	Width x depth x height in bulk mm	Number of items in bulk	Weight of bulk kg	Number in
060 0002	Nectar Apple	1080	75 x 75 x 230	elopak	304 x 223 x 238	12/1	13,21	
060 0003	Nectar Cranberry - Apple	1080	75 x 75 x 230	elopak	304 x 223 x 238	12/1	13,21	
060 0004	Nectar A+C+E	1080	75 x 75 x 230	elopak	304 x 223 x 238	12/1	13,21	
060 0005	Nectar Multivitamin	1080	75 x 75 x 230	elopak	304 x 223 x 238	12/1	13,21	
060 0010	Nectar Peach - Apple	1080	75 x 75 x 230	elopak	304 x 223 x 238	12/1	13,21	
060 0014	Nectar Blueberry - Wild Berries	1080	75 x 75 x 230	elopak	304 x 223 x 238	12/1	13,21	
060 0015	Nectar Orange	1080	75 x 75 x 230	elopak	304 x 223 x 238	12/1	13,21	
060 0031	Nectar Chokeberry - currant	1080	75 x 75 x 230	elopak	304 x 223 x 238	12/1	13,21	
060 0011	Nectar Tropical fruit	2140	100 x 100 x 250	elopak	304 x 207 x 254	6/1	13,00	
050 0012	Nectar Apple	2140	100 x 100 x 250	elopak	304 x 207 x 254	6/1	13,00	
050 0013	Nectar Wild berries	2140	100 x 100 x 250	elopak	304 x 207 x 254	6/1	13,00	
050 0018	Nectar Orange	2140	100 x 100 x 250	elopak	304 x 207 x 254	6/1	13,00	



## Vitalis Family – a lot for a little

**M**arket research has shown that Vitalis juices have become, not only the best-selling, but also the most popular domestic juices in cardboard packaging. (While) buyers expressed the wish for bigger packages at a more affordable price so that the whole family can enjoy the high quality and great taste that Vitalis juices offer.

The Vitalis Family line of juices is the answer to their wishes. Cost effective 2 liter packages have allowed the price per liter of juice to be as much as 25% cheaper than in 1 liter packages. Ideal for large families, gatherings and celebrations.

There are four different interesting tastes on the shelves: Apple, Orange-apple, Tropical fruits and Forest fruits. All of these juices are high in healthy and high quality fruit ingredients, whose characteristics are listed in the further text (down below).



nectar  
Orange

Art. no. 060 0018

## The small encyclopedia of fruit

### *Apple – advantage in diets*

The pectin located in apples swell up when in contact with liquids, and therefore create a feeling of satiety, therefore apples are used for removing the feeling of hunger during reductive diets. Monosaccharide fructose from apples satisfies the desire for sweets without changing the glucose concentration in the blood and therefore doesn't stimulate insulin secretion, which causes the formation of fat from sugar.

**Vitamins:** B. **Minerals:** potassium

Apples are good for: digestive system (because of the pectin), reduction of heart problems, kidneys, nutrition of bile patients, ulcer patients and people with intestinal disorders, chronic diarrhea, and pregnancy complications. Helps with problems regarding acids with people who eat a lot of meat. The enzymes in apples help with the breakdown of cellulite.

### *Orange – freshness which rejuvenates*

Orange is a fruit which refreshes the whole body and relieves the symptoms of various diseases. It's also used as a remedy for beautifying and cleaning the skin. After treating the skin with orange pulp the skin becomes smooth and elastic, almost rejuvenated. Oranges are also rich in dietary fibers.

**Vitamins:** C. **Minerals:** potassium.

Orange is good: For digestive and metabolic processes, against arteriosclerosis and high blood pressure.

### *Lemon – Fighter against bacteria*

Long before modern pharmacology, lemon was used as a medicine primarily against bleeding from open wounds and for cleaning festering wounds. In Sicily, which had big problems with the supply of drinking water, they have always put fresh lemon halves in their drinking water supplies to disinfect the water. Perhaps this is where the habit of serving water with a lemon flap originates from.

**Vitamins:** C.

**Minerals:** potassium, calcium, magnesium.

Lemon is good for: disinfection, the immune system and reducing inflammation.

### *Mango – the oldest fruit*

Mango has been grown in India for over 5000 years and since it is considered that Buddha experienced his

enlightening under a mango tree, it has been used in various rituals and ceremonies up to this day.

**Vitamins:** B and C

**Minerals:** iron

Mango is good for: boosting the immune system and improving your blood count.

### *Banana – food for half of the world*

Banana is one of the oldest (cultivated) plants, native to eastern India. In many tropical countries it is an important edible plant and the main export item. It is a good source of dietary fibre.

**Vitamins:** Beta-carotene, B complex, C and E.

**Minerals:** potassium, magnesium, calcium, fluorine, phosphorus, iron, zinc, manganese and copper.

Banana is good for: normalising blood pressure, improving heart functions, the nervous system and the muscles.

### *Pineapple - Royal fruit*

Pineapple was (first) discovered by Columbus in the Caribbean's in 1493. In Europe it was highly appreciated, expensive and reserved for the royal palaces, especially because it could not be grown outside tropical areas (climate). The word ananas comes from the Indian word anana which means excellent fruit. Although it is nutritionally poor, pineapple has great medical properties, known for centuries in traditional folk medicine.

**Vitamins:** Beta-carotene and C.

**Minerals:** manganese, copper.

Pineapple is good for: digestion, it reduces inflammation and swelling in diseases of the sinuses, sore throat, arthritis, gout and speeds up recovery after injuries and operations.

### *Peach – a lot of freshness, little heaviness*

Growing peaches began 4,000 years ago in China, where the name peach was related to the bride. Peaches are also the symbol of immortality and longevity.

Peach is a juicy fruit low in calories: only 40 kcal per 100 g, and is ideal for a slimming diet. It also contains antioxidants, which help in cleaning up free radicals (harmful substances that accelerate aging).

**Vitamins:** C, E and beta-carotene.

**Minerals:** potassium, phosphorus, magnesium, selenium, calcium.

Number of bulks a pallet	Weight of the pallet in kg
48	634,08
48	634,08
48	634,08
48	634,08
48	634,08
48	634,08
48	634,08
48	634,08
48	634,08
48	624
48	624
48	624
48	624

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**nectar  
Apple**  
Art. no. 060 0002



**nectar  
Cranberry - Apple**  
Art. no. 060 0003



**nectar  
A+C+E**  
Art. no. 060 0004



**nectar  
Multivitamin**  
Art. no. 060 0005

## The small encyclopedia of fruit - continuation

Peach is good for: detoxification and digestion and has a diuretic effect.

### *Tangerine – for a good start of a day*

Tangerine juice abounds in antioxidant phytochemicals and fibres which stimulate digestion. Tangerines are low in calories, only 34 Kcal per 100 grams. They contain beta-carotenes, the basis for vitamin A, they are accountable for good sight and velvet skin.

**Vitamins:** C, beta-carotenes and B complex.

**Minerals:** potassium, calcium, magnesium, phosphorus, iron, zinc and copper.

Tangerine is good for: digestion, regulates heartbeat, prevents stress, diminishes the risk of liver cancer.

### *Red grapes – for less diabetes*

Grapes are an excellent source of antioxidants and anti-tumour compounds including flavonoids and quercetin. They can prevent formation of blood clots. Red grapes have antibacterial and antiviral features. Resveratrol, a red grapes' ingredient, can reduce inflammation and protect from diabetes. It stimulates kidney function and eliminates harmful substances from the system.

**Vitamins:** A, B and C.

**Minerals:** iron, copper.

Red grapes are good for: improving blood count, reducing the risk of cancer and diabetes.

### *Sour Cherry – refreshing and healthy*

Sour cherry is a fruit obtained by crossing domestic cherry with wild, sour species. It is considered to origin from Turkey and Greece, where its growth started more than 2500 years ago. It is rich in vitamin A. Fresh sour cherry is in the seventh place among the fruits of effectiveness of anti-oxidants against cell damage.

**Vitamins:** A and C.

**Minerals:** iron, manganese and copper

Sour cherry reduces risk of inflammation and cardio-vascular diseases.

### *Black currant – silent health helper*

It helps in relieving the symptoms of rheumatoid arthritis. Black currant seeds are rich in gamma-linoleic (GLA) and alpha-linoleic (ALA), which are known acid reduced inflammation characteristic of this disease. Prevents and treats serious infections, primarily pneumonia. It helps in case of kidney disease, spasms and pain of the digestive organs, and to strengthen and cleanse the blood, as well as the normalisation and stabilisation of blood

pressure. It helps people who are prone to anemia and improves concentration and memory.

**Vitamins:** C and B1.

**Minerals:** potassium, iron.

Black currant is good for: relieving symptoms of rheumatoid arthritis, reducing the risk of some types of kidney stones, strengthening immunity.

### *Strawberry - irresistible antioxidant*

Wild strawberries are wild berries of Eurasian origin which have been passed on to other continents because of their quality traits. Garden cultivation began in the 15th century. The first varieties have been created in North America and Chile, where they were transferred to Europe. There are seven times more antioxidants in strawberries than in apples or bananas.

Strawberries are a rich source of folic acid, important for blood and metabolism. One of the lowest calorie fruits (35 kcal per 100 grams!) it can enter the programme of every slimming diet ...

**Vitamins:** C. **Minerals:** potassium, calcium, phosphorus, magnesium.

Strawberry is good for: immunity, reducing inflammation.

### *Blueberry – for sharp vision*

Blueberry is a wild berry, native to North America



**nectar**  
**Peach - Apple**  
Art. no. 060 0010



**nectar Blueberry**  
**- Wild Berries**  
Art. no. 060 0014



**nectar**  
**Orange**  
Art. no. 060 0015



**nectar Chokeberry**  
**- currant**  
Art. no. 060 0031



with a high concentration of antioxidants. It is an excellent source of vitamin C, bioflavonoids, folic acid. It also contains a high percentage of fiber, which improves digestion, reducing the risk of intestinal diseases. Also, thanks to fiber, useful in diets for weight loss, because it creates a feeling of satiety. It is extremely useful for strengthening blood vessels. It improves eyesight and protects eye retina. Juice cures gastric and intestinal tract, helps with digestive disorders and lack of appetite.

**Vitamins:** C.  
**Minerals:** potassium, calcium, iron.

Blueberry is good for: vision, digestion and strengthening blood vessels.

#### **Blackberry – super fruit**

Blackberries have been present on European territory since ancient times. They are widespread across the northern hemisphere in countries with a continental climate. They surely are super fruit, due to the antioxidants, vitamins, minerals, fiber and other useful substances. They contain substances that destroy the leukemia cells, as well as salicylic acid (the active ingredient in aspirin), which is used to relieve pain, reduce temperature and has anti-inflammatory effect. In Germany doctors recommend blackberries to mitigate problems with hemorrhoids.

**Vitamins** C, A, E and K.  
**Minerals:** potassium, calcium, phosphorus,

magnesium, iron, manganese, zinc, copper. Blackberry is good for: improving blood count and reducing the risk of cancer.

#### **Carrots – glasses replacement**

Vitamin A is crucial for the good condition of the eyes and sharp vision. One small carrot meets complete daily requirement for vitamin A. Carrots also contain thiamine, niacin and foliate.

**Vitamins:** A, C, B6 and C.

**Minerals:** manganese.

Carrots are good for: vision.

#### **Cranberry – a natural antibiotic**

One of the healthiest plants in the world is certainly a cranberry. It contains a variety of vital nutrients, minerals, vitamins and fiber. The taste is slightly acidic due to the large amounts of vitamin C. Fresh, frozen or dried cranberries and cranberry juice are a natural antibiotic that destroy harmful bacteria and fungi in the body. Bioflavonoids have special antibacterial activity, as research has shown; cranberries can prevent urinary tract infections.

**Vitamins:** A and C.

**Minerals:** potassium.

Cranberry is common in the treatment of inflammation and infection, reduces the risk of diseases of the teeth and gums, reduces the risk of various cancers (breast and colon), inhibits the growth of cancer cells and its spread throughout the

body, helps in the reconstruction of vision, reducing sugar in blood and the risk of cardiovascular disease.

#### **Pomegranate – the strongest antioxidant**

In scientific circles pomegranate is called super fruit. It is full of antioxidants, vitamin A, C, E, potassium, iron and folic acid. It has been proved to help people with heart disease, cancer and problems associated with aging. Phytoestrogens from seeds can reduce the syndromes of menopause and post menopause. It is successfully used in the treatment of burns. It contains extremely large amounts of strong antioxidant, phenolic ellagic acid. It helps prevent the earliest chemical reactions that can lead to breast cancer. Pomegranate lowers the amount of cholesterol in the blood vessels, which reduces the risk of heart disease and blood vessels.

**Vitamins:** A, C, E.

**Minerals:** potassium, folic acid, iron. Pomegranate is good at reducing cholesterol, the risk of breast cancer and the symptoms of menopause.





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