

A decorative border in the corners of the page, featuring stylized red leaves and flowers of various shapes and sizes.

# abäkus

## FOODS

Healthy snacks  
for busy people

# Product Range



Naturally sweet, taste like a chewy date



Freeze-dried crunchy jujube crisps, kid's favourite



Taste crunchy and sweet, sprinkle on porridge, yogurts, ice creams



Taste sweet, creamy and smooth, a nutritionally balanced snack



Taste sweet, crunchy and nutty, stuffed with delicious almonds



Stuffed with walnuts – a healthy brain snack



Exquisite nuts from the hickory tree, packed with nutrients

# What is Jujube Fruit?

**Ancient  
superfood  
snack**



also called  
red date

adaptogen



The jujube fruit, also called red date, has been enjoyed for **health & wellbeing** in the Far East since 1000s of years



Packed with **antioxidants & phytonutrients** which help **calm the mind, improve sleep, and boost the immune system**



Contains 18 out of the 24 **amino acids** which are essential for **recovery and tissue repair**



Tastes **sweet & chewy**, makes a nutritious snack and a fun ingredient

## keywords

Superfood • Adaptogen • Nutraceutical • Free-from • No added sugar  
Paleo • Vegan • Sulphite-free • Healthy Snacks • To-Go

# Who is Abakus Foods?

Founder Helen Wang was raised in Germany but always knew about the **jujube fruit** as her mother fed her the jujube fruit early on to **support health and well-being**. Her mother had to bring kilos of the jujube fruit during visits to China which was a lot of hassle.

These berries are **so tasty, versatile, and good for you**, that Helen decided to bring them to the UK so that **everyone can benefit from them** (even those without a Chinese mother). The idea of Abakus Foods was born – Helen, a former finance professional, now travels around the world to bring you **the most nutritious and unique snacks**.



# Stockists & Awards

## awards



## stockists



> 400 health food shops

- “They sell like hotcakes”  
– Revital staff
- “My favourite new go-to superfood!”  
– Train Strong + Live Strong
- “Abakus dried jujube crisps are crunchy,  
light and sweet, just perfect for my travels”  
– Fabric Of My Life

# A Delicious Snack & Versatile Ingredient



Delicious on porridge



On avocado or peanut butter toast



Brilliant ingredient in baking



# Press Coverage

**Our extensive PR activities in 2017 will be focused on educating people about the benefits of the Jujube Fruit, and making it the new hot superfood snack**

**MailOnline**

Home | News | U.S. | Sport | TV&Showbiz | Australia | **Femail** | Health | Science | Money | Latest Headlines | Femail | Fashion Finder | Food | Beauty | Gardening | Blogs | Baby Blog | Discounts

## The 5 plants that could soothe away your stress: Called adaptogens, they're the hot new health craze. You snack on them, pop them as pills or whizz them up in a smoothie

- Research shows stressed working women eat 2,240 extra calories per week
- Adaptogens are the newest solution for reducing stress and enhancing energy
- FEMAIL shared the best sources of the plants for anxiety, sex and skincare

By **RACHEL CARLYLE FOR THE DAILY MAIL**  
PUBLISHED: 23:49, 29 October 2017 | UPDATED: 23:59, 29 October 2017

**249** shares **153** View comments

Hands up if you feel stressed, exhausted and lacking in energy. Chances are that's most of us: stress is the modern epidemic making us feel lacklustre, lowering our libidos — and making us fat.

One alarming recent survey revealed that stressed women office workers ate their way through 2,240 extra calories a week in snacks.


The latest solution to stress? Adaptogens — an unwieldy name for a group of plants that are so-called because they help the body adapt to stress and give it an energy boost.

There are around 20 plants that qualify as adaptogens, a term coined in 1947 by a Russian pharmacologist who was investigating the stress-busting and energy-enhancing herbs that traditional Chinese and Indian Ayurvedic doctors had been using for centuries.

### SNACK AWAY YOUR STRESS

**WHAT IS IT:** Dried jujube (£1.99 for 40g, abakusfoods.com). Jujube are chewy red fruits, also called Chinese dates, which have been used for thousands of years to reduce anxiety and insomnia.

**HOW DO YOU TAKE IT:** Eat as a snack or add to breakfast porridge or smoothies.



© De Agostini/Getty Images

Jujube (pictured) also called Chinese dates can be snacked on throughout the day to reduce stress or blended into a smoothie (file image)

**WHAT DOES IT PROMISE:** To lift mood, calm the mind, improve sleep and boost immunity.

**DR BREWER SAYS:** 'Jujube are energising, taste great and are a good source of antioxidant polyphenols and soluble fibre. Clinical trials suggest jujube may improve cholesterol levels, sleep and reduce constipation.

'As a snack, they're better than a bag of crisps, but you would have to eat them every day for a sustained benefit.'

# Press Coverage

## MEN'S Running

### Try this

Jujube crisps, £1.99, abakusfoods.com  
The Jujube fruit is from the buckthorn family, with origins in China dating back more than 4000 years – but you knew that. What you might not know is that it's got 20 times the vitamin C of citrus fruits – especially important for runners looking to protect themselves from injury. Now available in crisp form, one pack contains no added sugar, but makes for a naturally sweet on-the-run snack.



MENSRUNNINGUK.CO.UK

Mens Running – Food News “Fuel” - Oct 2017

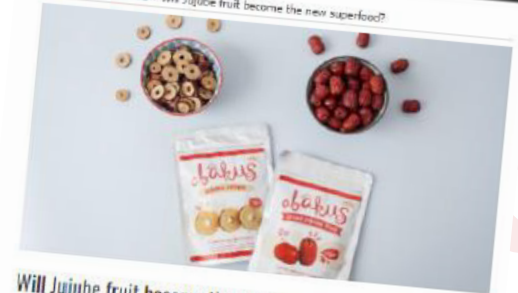
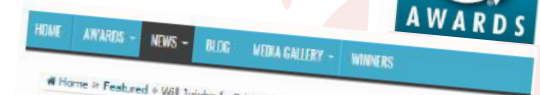
## FOOD and TRAVEL MAGAZINE



### SNACK ATTACK

Packed full of nutrients, hickory nuts have a buttery flavour that becomes toffee-like when baked. Abakus' come from a village in south-east China, whose residents have been cultivating them by hand for generations. 20g, £1.49. ocado.com

Food & Travel - Food News - Oct 2017



### Will Jujube fruit become the new superfood?

We all know the EU has banned health claims on food packaging unless proven by scientific evidence, but is this red coloured berry from the Far East set to revolutionise healthy snacking?



Helen Wang, a former investment professional, has laid money on jujube fruit appealing to the UK's health-conscious consumers. She launched Abakus Foods early last year and has recently added jujube to the company's range of healthy snacks. "I knew about the jujube fruit early on as my mother fed me them for health and well-being. My parents live in Germany and I couldn't believe that in the 21st century, my mother still had to travel all the way to China to bring back jujube fruits in her suitcase. Even after I moved to London, she would mail them to me by post and tell me to eat them every day. I thought they should be made available over here so that other people can enjoy and benefit from them too."

### Health and well-being

While the fruit is well-known in the Far East as a bit of an edible tonic, it is relatively new to the UK and Abakus Foods were the first company to bring them to market and position them in the healthy snacking category. "The jujube fruit has been widely enjoyed for health and well-being for thousands of years. They contain 18 out of 24 essential amino acids, which is great for tissue repair and recovery. Also, they are packed with antioxidants and phytonutrients that help calm the mind, relieve stress and improve sleep. Their naturally

Quality Food Awards – Food News  
- Oct 2017

# Press Coverage

vegetarian  
LIVING

## TRY A NEW DATE

Also known as the 'red date', nutritious jujube fruits are packed with antioxidants, vitamin C and other goodies, and are already popular throughout Asia for their health-promoting properties. Vegan, gluten-free and with no chemicals or added sugar, these soft, chewy dried fruits have a naturally sweet, aromatic flavour making them perfect for snacking, porridge topping or baking in recipes such as energy balls or flapjacks instead of goji berries, dried apples or dates. Jujube freeze-dried crisps are a healthier snack for lunchboxes too.

● Abakus jujube fruit and crisps are available from Ocado and independent health food stores, and at [www.abakusfoods.com](http://www.abakusfoods.com) for £1.99 per bag.



Vegetarian Living – In Our Trolley – Oct 2017

Natural Products  
news

## Abakus counts on jujube, hickory for new snack offers

ABAKUS Foods has introduced a range of innovative new snack products in the form of Dried Jujube Fruit, Jujube Crisps and Hickory Nuts.

The raw superfood jujube fruit snacks come in 40g packs and are positioned as ideal post- or pre-workout snacks as well as versatile ingredients in cooking. They have no added sugar, are high in fibre and low in calories.

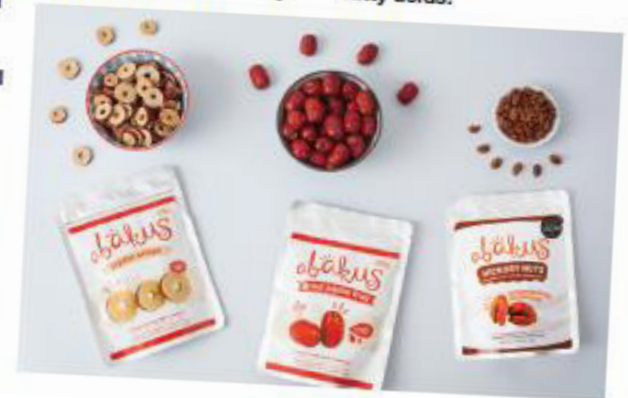
Jujube fruits are soft and chewy with a naturally sweet, aromatic flavour.

They contain 18 essential amino acids and are high in antioxidants and phytonutrients as

well as vitamin C, manganese and iron.

Abakus Hickory Nuts are gently baked with a light sprinkle of salt and sugar (less than 5%) to give a crunchy, rich and buttery

flavour, described as 'butterscotch'. They contain 130kcal per pack and are a rich source of manganese as well as monounsaturated and polyunsaturated fatty acids.



Natural Products News Magazine – Company News – Oct 2017

# Press Coverage

London  
**Evening  
Standard**

ES Magazine – Adaptogens – 28 Sep 2017

ON THE DEFENSIVE: *get your fill of adaptogens*



**THE SNACK**  
With health benefits to rival goji berries, jujubes are the new desk munchie. Abakus dried jujube fruit, £1.99 (abakusfoods.com)



**THE MASK**  
Soothe and safeguard city skin with an infusion of coco and adaptogen, pure aloe. Skin & Tonic Coco Mask, £22, at contentbeautywellbeing.com



**THE POWER POWDER**  
A daily dose of efficiency with maca — delicious in almond milk. Moon Juice Brain Dust, £25, at cultbeauty.co.uk

**THE SUPPLEMENT**  
And breathe... a pill to ease low mood and aid concentration. Pukka Wholistic holy basil, £16.98 (pukkaherbs.com)



the **guardian**

Guardian – Food & Drink – Sep 2017

Chin Chin's sticky date pudding with red date caramel sauce

Chef behind Melbourne's - and now Sydney's - popular Thai restaurant proves he's just at good at desserts



Chin Chin chef Benjamin Cooper's sticky date pudding. Photograph: Adrian Lander

No meal is complete without dessert. In the last in our recipe series from Chin Chin chef Benjamin Cooper, he offers up an easy but delicious pudding that can be preprepared or served fresh.

**Sticky date pud with red date caramel sauce**

Chinese herbalists say red dates, or jujubes, are full of healthy properties so we're sure you can eat as much of this dessert as you like.

250g pitted dates, chopped  
1 tsp bicarbonate of soda  
125g unsalted butter, softened

# Press Coverage

**YOUR Fitness** Keyword e.g. Running

HOME FITNESS WEIGHT LOSS **HEALTHY EATING** BEAUTY TIPS HEALTH AWARDS SUBSCRIBE

HEALTHY SNACKS

HOME > HEALTHY EATING > HEALTHY RECIPES > CHOCOLATE JUJUBE STUDDED BANANA BREAD

**HEALTHY EATING**  
**Chocolate Jujube Studded Banana Bread**  
Update the humble banana bread with a sweet addition in the form of jujubes

**HEALTHY EATING**  
3 Gluten-Free Desserts You Need To Try For Winter

**BEAUTY TIPS**  
Is This Healthy Habit Ruining Your Skin?

**FITNESS**  
Selena Gomez Partners With PUMA

**FITNESS**  
10 Steps To A More Mindful Run

**HEALTHY EATING**  
10 Foods For Fab Abs



Nutrition per serving: 283 kcal/44g carbs/33g sugar/11g fat/5g protein/49mg sodium

Recipe by Abakus Foods: [abakusfoods.com](http://abakusfoods.com)

**Ingredients**  
180g ripe banana  
3 tbsd raw cacao powder

## Your Fitness – Healthy Eating - Sep 2017

**YOUR Fitness** Keyword e.g. Running

HOME FITNESS WEIGHT LOSS **HEALTHY EATING** BEAUTY TIPS HEALTH AWARDS SUBSCRIBE

HEALTHY SNACKS

HOME > HEALTHY EATING > HEALTHY RECIPES > NO BAKE STICKY MOCHA JUJUBE FRUIT CHEESECAKES

**HEALTHY EATING**  
**No Bake Sticky Mocha & Jujube Fruit Cheesecakes**  
Cheesecake that's under 250 calories? We got you...


**HEALTHY EATING**  
3 Gluten-Free Desserts You Need To Try For Winter

**BEAUTY TIPS**  
Is This Healthy Habit Ruining Your Skin?

**FITNESS**  
Selena Gomez Partners With PUMA

**FITNESS**  
10 Steps To A More Mindful Run

**HEALTHY EATING**  
10 Foods For Fab Abs



Nutrition per serving: 245 kcal/36g carbs/8g sugar/9g fat/6g protein/50mg sodium

Recipe by Abakus Foods: [abakusfoods.com](http://abakusfoods.com)

**For the base**  
1 1/2 cup oats  
1 tbsp cacao powder  
2 tbsp brown rice syrup  
Tsp coconut oil  
1/2 cup Abakus Dried Jujube Fruits

**For the cheesecake layer**

# Press Coverage

TRAIL  
Running

## VITAL INGREDIENT

Abakus Jujube fruit £1.99

Next time you're looking for a vitality boost, step away from the citrus! The jujube fruit, also called the red date, is believed to contain 20 times more vitamin C than oranges. It's been enjoyed for health and wellbeing in South-East Asia for thousands of years. Packed with flavonoids, phenols and antioxidants, it's also dense in manganese and iron, and believed to relieve insomnia, anxiety, and enhance overall mood and wellbeing. In addition, it helps with gastrointestinal problems and to lower blood pressure. The high levels of vitamins and minerals help support the immune system, build red blood cells, and reduce tiredness and increase vitality. Available from Ocado.

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



Trail Running – Kit Bag – Sep 2017

FoodChain  
THE BUSINESS OF FOOD AND DRINK

Food Chain – Taste Test – Sep 2017

## Meet the Jujube

New to the UK market, the Jujube fruit, also called the Red Date, has been widely enjoyed for health and well-being in South-East Asia for 1000s of years. Brought to the UK by Abakus Foods, the Jujube is packed with flavonoids, phenols and antioxidants, and fresh Jujube fruit has 20x times more vitamin C than citrus fruits. It is also dense in Manganese and Iron, and boasts 18 out of the 24 important amino acids which are essential to the formation of more than 50,000 proteins found in the human body.

In countries where the Jujube fruit is well known, consumers eat them to help with a range of health issues including insomnia, anxiety, gastrointestinal problems and to lower blood pressure. The high levels of vitamins and minerals help support the immune system, build red blood cells, and help reduce tiredness and increase vitality.

Beside the pitted dried fruit, Abakus also offers freeze-dried Jujube crisps, which make a fun and crunchy snack for both adults and children  
[www.abakusfoods.com](http://www.abakusfoods.com)

The Jujube fruit went down a treat with the Test Team. The dried fruit were quite soft and chewy, and pretty similar to a more familiar date – the cashew stuffed option was the favourite as it added a new crunchy dimension. The dried Jujube crisps were excellent – little tiny fruity disks, with an interesting texture. "The pack was a generous portion, and it made a great, fun snack. I'd buy these if I was out and about," said our tester.



# Press Coverage



## Woman's Own

Woman's Own – The Wow List, Aug 2017

## DAILY EXPRESS

Daily Express – Your Health, July 2017

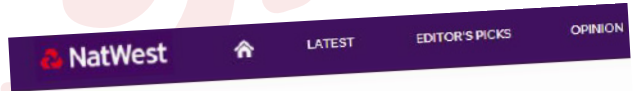


## Vegan LIVING

Vegan Living – Quick Bites, Aug 2017



# Press Coverage



## The advantage of specialising



Helen Wang, founder of Abakus Foods, with her jujube fruit products.

A scattergun approach can give you more potential customers, but an ultra-targeted, specialist business may mean a better connection with a more loyal, if smaller, group of people.

### Looking for the 'wow' factor

"I was intentionally looking for products which were very different to what the market currently has to offer, where people would say, 'Wow, this is such a fantastic product and it's so unlike anything else out there.' And this was the case with our jujube fruit range," says Helen Wang, founder of Abakus Foods. For Wang, launching with a very niche product range was a carefully thought-out way of building up a brand before adding more to the mix.

The jujube fruit is a red-coloured berry from East Asia that is much lauded for its health benefits and sweet taste. And because it isn't widely stocked in the UK, Wang says, it has made it easier to target customers and attract the attention of journalists. "It made sense to start with a niche product, work on building a loyal customer base and then grow from there." And it's worked: barely a year after launch she has gone from being stocked in a few independent food shops to more than 400 retail outlets. Ocado comes next in September.

**"It made sense to start with a niche product, work on building a loyal customer base and then grow from there"**

Helen Wang, founder, Abakus Foods

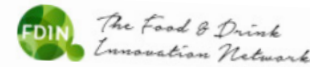
"As specialists," says Crawford's Spencer Kerry, "it's important to innovate and not be complacent – otherwise you'll be left behind."

Or, as Helen Wang puts it: "It's good to be a big fish in a small pond, but you should never forget that you can always work on expanding the size of the pond."

By ContentLive

**Natwest Content Live –Abridged Version - 22 Aug 2017**

## The Food & Drink Innovation Network – News - 22 Aug 2017



### Tried the jujube fruit yet?

August 22, 2017, 8:31 am

by Leila Taini | Newsdesk

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The Jujube fruit, also called the Red Date, is entirely new to the UK market but has been widely enjoyed for health and well-being in South-East Asia since 1000s of years. It is now brought to the UK by Abakus Foods and launching into Ocado this summer.

Packed with flavonoids, phenols and antioxidants, the fresh Jujube fruit has 20x times more vitamin C than citrus fruits. It is also dense in Manganese and Iron, and boasts 18 out of the 24 important amino acids which are essential to the formation of more than 50,000 proteins found in the human body.

In countries where the Jujube fruit is well known, consumers eat them to help with a range of health issues including insomnia, anxiety, and to enhance overall mood and wellbeing. They are also known to help with gastrointestinal problems and to lower blood pressure. The high levels of vitamins and minerals help support the immune system, build red blood cells, and help reduce tiredness and increase vitality.

Mostly eaten dried, they taste soft, chewy, and have a naturally sweet, aromatic flavour. They make a tasty snack to fight sugar cravings, and are a versatile ingredient. For example, they can be used to sweeten porridge, smoothies, baking and energy balls. They can also be used in cooking in place of dried apples, dates, or goji berries. A top recipe tip is to tear Jujube fruit on peanut butter toast!

Beside the pitted dried fruit, Abakus also offers freeze-dried Jujube crisps, which make a fun and crunchy snack for both adults and children.

Abakus Jujube fruit has no added sugar, no chemical additives, and is gluten-free, dairy-free, paleo, sulphite-free, and suitable for vegetarians and vegans.

The Jujube fruit is from the buckthorn family, with origins in China dating back more than 4000 years. Nowadays, it can also be found in Southern Europe such as Italy and Spain, in the Middle East, Australia, and USA. The tree can survive very cold weather and does not need much water – a true gift from Mother Nature.

Abakus Jujube fruit can be bought from Ocado (from September 2017), Grape Tree, Wholefoods Markets, Revital, Avoca, independent health food stores, and on [www.abakusfoods.com](http://www.abakusfoods.com).

RRP is £1.99 per bag.



Abakus foods

# Press Coverage



**What:** The Jujube fruit is entirely new to the UK market but widely enjoyed in the Far East for health and wellbeing. They are a red coloured berry from the Far East which has been enjoyed for health and wellbeing for 1000s of years. They contain 18 out of 24 essential amino acids which is great for tissue repair and recovery. Also, they are packed with antioxidants and phytonutrients which help calm the mind, relief stress, improve sleep.

**Why:** Their naturally sweet and date-like aroma makes them the perfect healthy snack, and a versatile ingredient in baking and cooking. The whole jujube range is vegan, gluten-free, dairy-free, paleo, and have no additives. Abakus Foods is on a mission to make healthy eating fun and easy. The company was started early 2016 by Helen Wang, a former investment professional turned serious foodie.

**What We Say:** Tasty, sweet and unusual, we're really digging the jujube fruit at the moment. Abakus Foods makes great healthy snacks, and we're excited to see what the company does next.



ABOUT TIME

## About Time – Top 25 Wellness Brands to Watch, July 2017

## The Jujube fruit – New superfood launching into Ocado this September

July 20, 2017



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### Origins

The Jujube fruit is from the buckthorn family, with origins in China dating back



## FMCG Magazine – News, July 2017

# Press Coverage



The Sun, April 2017



## HOW DO YOU JUJUBE?

Meet the latest must-have superfood: jujubes. These apple-like-flavoured berries contain 20 times more vitamin C than citrus fruits and are packed with disease-battling nutrients. There's also iron and manganese to support the immune system. They taste like dates as dried fruit but if you can, try Abakus Foods Jujube Crisps (£1.79 a bag at Whole Foods).



Food & Travel, April 2017

## Arrivals FOOD



## It's a **DATE**

The exotic jujube fruit or red date may be new to the UK market but it has been enjoyed in China for more than 4,000 years. When dried they have a pleasingly chewy texture and sweet, aromatic flavour. The resealable packet makes it perfect for popping in your rucksack on a spring walk. 40g. £1.79.  
[abakusfoods.com](http://abakusfoods.com)

# Press Coverage

Free-From  
HEAVEN

Free From Heaven, May 2017



➤ **Dried Jujube Fruit**  
**Abakus £1.79**  
This superfood is packed with antioxidants and phytonutrients, and is known to help uplift the mood, calm the mind, improve sleep and boost the immune system.  
[www.abakusfoods.com](http://www.abakusfoods.com)

The  
**Grocer**

The Grocer – Fresh Digest, June 2017



**Vit C-rich jujube fruit gets UK launch:** Abakus Foods has launched a superfood called jujube fruit in the UK. Also known as the red date, it has 20 times more vitamin C than citrus fruit. The fruit will be available from Ocado from September in two dried formats: dried pitted and freeze-dried crisps (rsp: £1.99/40g dried pitted or £1.99/20g crisps).

LOOK

Look Magazine, April 2017

## YOU NEED THESE STOMACH CRUNCH

These new healthy crisps are our post-gym go-to snack. High in fibre, they're a tasty savoury alternative to protein balls



● Nairn's Snackers Sea Salt & Balsamic Vinegar 23g, 40p, **Sainsbury's**  
*These snacks are delicious and gluten-free.*



● Emily Veg Crisps Crunchy Carrot, Beetroot and Sweet Potato, £1.19, **Ocado**  
*Just 95 cals per bag.*



● Abakus Foods Jujube Crisps, £1.79, **Budgens & Whole Foods**  
*Jujubes have 20 times more vitamin C than citrus fruits.*



● The Giving Tree Broccoli Crisps 18g, £1, **Holland & Barrett**  
*Greens with 4g of protein – yes, please.*

@lookmagazine lookmag lookmagazineuk

# Press Coverage



Yoga Magazine – What's Hot List, March 2017

## ABAKUS DRIED JUJUBE FRUIT

The jujube fruit from Southeast Asia is packed with antioxidants, manganese, iron, amino acids and vitamin C. The dried fruit are soft and chewy with a naturally sweet aromatic flavour, and they're versatile enough to be used in porridge, smoothies or baking, while the freeze-dried crisps are light, crunchy and sweet, and make for a scrumptious healthy snacking alternative.

£1.79 available from Wholefoods Markets and [abakusfood.com](http://abakusfood.com)



YOGAMAGAZINE.COM | 77

Cook Vegan – News, March 2017

## ANOTHER 'SUPER' SNACK JOINS THE CROWD

A delicious fruit known as the jujube, which is renowned for its health and wellbeing properties in south-east Asia, has been launched in the UK by Abakus Foods. Also known as the red date, jujube fruit has a soft, chewy, naturally sweet flavour and is mostly eaten dried. A spokesperson for Abakus Foods said: "Packed with flavonoids, phenols and antioxidants, the fresh Jujube fruit has 20 times more vitamin C than citrus fruits. It is also dense in manganese and iron, and boasts 18 out of the 24 important amino acids which are essential to the formation of more than 50,000 proteins found in the human body." In addition to the pitted dried fruit, Abakus also offers freeze-dried jujube crisps. You can get your hands on these products at wholefoods markets, Budgens, independent health food stores and online.

CookVegan

Jujube is renowned for its health properties



omyoga  
& lifestyle

## Jujube Fruit Snacks

Hailed as one of the new superfood snacks of 2017, the Jujube fruit was introduced to the UK from south-east Asia. Packed with nutrients and naturally sweet tasting, it's the perfect snack to incorporate into a healthy diet. Packed with flavonoids, phenols and antioxidants, the fresh Jujube fruit has 20 times more vitamin C than citrus fruits. Snack packs available from Wholefoods, Revital, Budgens and other health food stores.

£1.79

[abakusfoods.com](http://abakusfoods.com)



OM Yoga – Healthy Eating Goodies, Feb 2017

# Press Coverage

runner's radar

Runner's Radar – Nutrition, Apr 2017

HOME EVENTS ADVICE NUTRITION GEAR RUN HERE BLOGS BOOKS COMPETITIONS MAGAZINE



## A NEW SUPERFOOD IS ABOUT TO HIT THE UK SHELVES

7th April 2017



### Dried Jujube Fruit and Jujube Crisps from Abakus Foods

There's a new superfood snack hitting the UK shelves! Packed with antioxidants, flavonoids and phenols, these sweet & aromatic berries provide a natural on the go snack packed with nutrients.

The Jujube Fruit, also known as Red Date, originated 4000 years ago in the Far East, where people enjoy them for vitality and wellbeing. While they are very well known in countries such as China and Korea, the Jujube Fruit has stayed relatively undiscovered in the UK...until now!

Loaded with 18 out of the 24 important amino acids, which aid in the formation of more than 50,000 proteins in the body, the fresh fruit contains 20x times more

Complementary Therapies For Your Mind, Body and Soul

## NATURAL HEALTH

Natural Health, Jan 2017

### SUPERFOOD SNACK

We love these sweet and chewy dried jujube fruits from Abakus Foods which are packed with phytonutrients and antioxidants. Jujube fruits are an ancient superfood with more than 20 times the amount of vitamin C in citrus fruits! Gluten-free, dairy-free, vegan and with no added sugar, you can enjoy them as a snack, or sprinkle on porridge for natural sweetness.



RRP £1.79,  
Wholefoods, Revital,  
independent health  
food shops and  
abakusfoods.com.

# Press Coverage



VeganFood  
& LIVING



## TRY THIS NEW ASIAN SUPERFRUIT

Like trying new fruits? The jujube fruit, also known as the red date, has been celebrated for its health and wellbeing properties for thousands of years in Asia and now it has found its way to the UK. It contains 20 times more vitamin C than citrus fruits, is rich in manganese and iron, and is said to help with insomnia, build red blood cells, reduce tiredness and increase vitality. You can eat them dried, as you would a date, or use them to sweeten porridge, add to smoothies or in baking. A 40g (1½oz) pouch costs around £1.79 and can be found at [www.abakusfoods.com](http://www.abakusfoods.com)

Vegan Food & Living, Feb 2017

Food & Bev Media, Jan 2017

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## Abakus Foods to showcase line of snacks made using jujube fruit

Posted By: News Desk on: January 19, 2017 In: Food, Industries

Print Email

Abakus Foods has launched a completely new and unique range of snacks using the jujube fruit.

# Upcoming Events

Participating at major trade and consumer events in 2017, sampling to half a million visitors in total, including:

## IFE

ExCel Centre in London, 19-22 March, Health & Wellness section, over 30,000 visitors from all over the world

[www.ife.co.uk](http://www.ife.co.uk)

## Natural & Organic

ExCel Centre in London, 2-3 April, 12,000 visitors in the health food industry

[www.naturalproducts.co.uk](http://www.naturalproducts.co.uk)

## Country Living Spring Fair

Alexandra Palace in London, 27-30 April, over 15,000 visitors with £75,000 average household income and in the 40-60 age bracket

[www.countrylivingfair.com/spring](http://www.countrylivingfair.com/spring)

## Balance Festival

Old Truman Brewery in London, 12-14 May, over 15,000 visitors, mostly healthy focused young professionals and millennials

[www.balance-festival.com](http://www.balance-festival.com)

## House & Garden Festival

London Olympia, 21-24 June 2017. >18,000 visitors with £125,000 household income and average age of 45

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

## The Allergy & Free From Show

Olympia in London, 7-9 July, over 35,000 visitors with food intolerances looking for alternatives, 40 average age

[www.allergyshow.co.uk/london](http://www.allergyshow.co.uk/london)

## OM Yoga Show

Alexandra Palace London, 20-22 October, over 30,000 visitors who enjoy regular exercise

[www.omyogashow.com/london](http://www.omyogashow.com/london)

**...and many more consumer shows leading up to Christmas**

# abakus

## FOODS

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