

Bella Berga



PRESS RELEASE

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New: Bella Berga organic apple and bergamot juice

Bergamot has been grown in the southern Italian Calabria region for centuries. The essential oil from the peel of this citrus fruit is used in Earl Grey tea and almost all perfumes. Italians discovered the heavenly combination of the remaining aromatic, fresh bergamot juice with sweet northern Italian apple juice!

Bella Berga apple and bergamot juice will be introduced at Biofach 2020 in Nuremberg, Germany, stand 8-607.

L'oro verde: the green and healthy gold

Bergamot is an up and coming flavor on the international market, but an age-old tradition in Calabria. Since 2001, *l'oro verde della Calabria* has even had a protected D.O.P. status: *Denominazione di Origine Protetta "Bergamotto di Reggio Calabria"*.

Various scientific studies show that the flavonoids in bergamot increase the "good" HDL cholesterol and help maintain healthy cholesterol and blood sugar levels. The cholesterol-lowering effect of the juice in Bella Berga has been demonstrated by clinical research at the University of Rome Tor Vergata. The juice is naturally rich in antioxidants, vitamins B and C.



La vita è bella

Bergamot figures in almost all perfumes for a reason. Apple-bergamot juice has an unmistakable, seductive scent. The taste is wonderfully fresh and exciting. A welcome and unique addition to the fruit juice segment. Bella Berga contains no added sugars and is 100% organic. The naturally cloudy juice consists of 85% apple and 15% bergamot juice. Taste tests show that this is the most appreciated ratio.

No food waste

The essential oil from the bergamot peel gives Earl Grey tea its typical flavor, and it is the favourite ingredient of perfumers. The juice, which previously disappeared in the biogas facility, can now be used as well. Bella Berga aims at a great juice and less food waste!

Bella Berga is available in 250 ml bottles and 3L Bag-in-Box.

Not for publication

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