



ORIGIN

Amazon Planet was founded in 2003 in the city of Santarém, a small town located on the banks of the Amazon River in the heart of the Brazilian Amazon by Gabriel Paduano, a globetrotter who was born and studied in the US (BA in Philosophy at NYU and MBA at UC Berkeley), grew up in Europe (Italy and Greece) and has made the Amazon his home. While running a successful eco-tourism agency there, Gabriel repeatedly heard from his clients that the açaí offered on his tours (the thick, creamy liquid that is one of the staples of Amazon diet) was very different from the acai juices and smoothies back home. Upon visiting his family in San Diego, CA, he understood why: Both ready to drink açaí beverages and made to order açaí smoothies contained very little açaí - some of them, hardly any at all! "Pure" açaí smoothie packs, on the other hand, tasted completely different due to the additives they contained, especially citric acid, which turns açaí's mild, chocolaty flavor into a tart, acid taste.

So we asked ourselves "What if we bring real açaí to the US?" Some time thereafter Wonderfruit Açaí® was born. But it was not without a lot of research and experimentation that made us understand that no reconstituted, chemically altered or otherwise processed product could ever get close to real açaí. The only way to bring authentic Amazon açaí to the US would be to freeze freshly made, 100% pure açaí. Which is exactly what Wonderfruit Açaí® is all about!

PHILOSOPHY

At Amazon Planet our philosophy is simple:

1. Respect consumers by giving them real value for their money

When a totally new kind of product enters a market (like açaí in the US) it is easy to profit from consumers' lack of knowledge about it. In fact, what motivated us to launch Wonderfruit Açaí® was the enormous gap we saw between real açaí (the one we were drinking daily in the Amazon) and the "açaí" being offered to the American consumer. While the possibility of "easy profits" from launching a diluted açaí product was evident, our decision to bring real açaí to the US was actually very simple: not only did we feel excited about the idea of bringing authentic açaí to the US, but we also strongly believed that the most effective business strategy in the long run is to give consumers real value for their money. In a word, you can count on Amazon Planet to provide you with real açaí and real information on açaí.

2. Respect the Amazon by helping to preserve its nature and native culture

The açaí berries in Wonderfruit Açaí® are bought directly from local farmers in the rainforests of the Amazon River delta, the heartland of açaí. By eliminating intermediaries, Amazon Planet is able to pay farmers fair prices for their açaí fruits. This gives the farmers an added incentive to preserve the beautiful açaí groves which are an important part of the fragile Amazon Delta ecosystem. Furthermore, a part of Amazon Planet's proceeds is dedicated to educational and environmental projects in the Amazon aimed at sustainable economic development for the region and the preservation of its ecosystem and native culture.