



# Super Foods Peru

FRUITS | VEGETABLES | TUBERS AND ROOTS | GRAINS | HERBS | CACAO | OILY FISH



## A NEW WAY OF UNDERSTANDING OUR NUTRITION

Cacao, a species native to the Americas, is thought to have originated in the western Amazon

- **Peru: SIX REASONS THAT HAVE MADE IT THE LAND OF SUPERFOODS**



# Agro Foods

RUITS

VEGETABLES

TUBERS AND  
ROOTS

GRAINS

HERBS

CACAO

OILY FISH



# Fish products

# VOYAGE TO THE CENTER OF THE SUPERFOODS A NEW WAY OF UNDERSTANDING OUR NUTRITION

Fruits, vegetables, tubers, roots, grains, and oily fish constitute various groups of the Peruvian superfoods which, because of their properties and numerous benefits, have been conquering international markets. Prepare yourself, because after reading the characteristics of these products, you will be left in no doubt that these are the foods of the future. Or rather, that the future is now.



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# OUTSTANDING FOODS THAT CONQUER THE WORLD

Superfoods are the symbol of a generation that is interested in health, the environment, and the future; the most delicious proof that, today, eating can be synonymous with well-being. The products known as superfoods stand out because of their particular attributes and, especially, because of the benefits they deliver when consumed. Each superfood provides goodness which can come in several forms: high nutrient content; antioxidant capacity; a source of fiber or energy; or properties that contribute to improving people's health and well-being generally.

The growing demand for superfoods has been

demonstrated, especially those which have high added value, such as snack, condiments, and ready-to-eat products. Giant corn, sachu inchi snacks, and native chili sauce are all good examples.

Peruvian superfoods also have a big socioeconomic impact. The agribusiness sector is the main generator of employment and Peru's second largest source of foreign exchange. Activity in the fisheries and aquaculture sector is very important, particularly along the Peruvian coast.

Super Foods Peru brings together two sets of products: those sourced in our biodiversity and which combine ancestral knowledge and



Although the superfood concept began to appear in nutrition books during the early 1990s, it was not until some ten or fifteen years later that the term gained prominence through marketing, and the exceptional properties and benefits of these products became known around the world.

responsible natural resource management; those which agribusiness has developed and advanced using technology and which drive employment and generate foreign exchange.

In a world in which agribusiness, fishing, and aquaculture is increasingly seen, felt, and heard,

superfoods represent the great revolution that consumers have been waiting for. Today, more than ever before, they are on the tip of everyone's tongue.

**We hope you enjoy this exceptional banquet.**

**PERU:**

# PERU THE SIX REASONS THAT HAVE MADE IT THE LAND OF SUPERFOODS

Peru has very special characteristics that have made it a global leader for the food industry. These strengths represent unparalleled opportunities for our superfoods to cross borders. There are six principal reasons.

## OUR BIODIVERSITY

Peru is one of the world's ten most mega-diverse countries—a great opportunity. Its geographical diversity and range of microclimates are conducive to abundant and natural growth of a wide variety of superfoods.



## OUR EXPORT CAPACITY

Peru is connected to the globe: our commercial agreements allow us access to more than 3.3 billion people. The country is amongst the top ten food suppliers in the world and is a leader in the export of superfoods.





# 3

## OUR TRACEABILITY AND INNOVATION

Peru's processing chains are transparent and sustainable from the moment of planting right through to the final marketing. These products pass demanding quality controls and are backed by various international certifications: ISO, Global GAP, BRC, Tesco, Rainforest Alliance, USDA, JAS.

## OUR GASTRONOMY WITH ZEST

Since 2012, Peru has been distinguished as the Best Culinary Destination in the world. Each dish perfectly combines our history, the knowledge of the farmers, and the skills of our chefs.



# 6

## OUR ANCESTRAL WISDOM

Peru is a world leader in the protection of ancient cultures and ancestral knowledge. We have up to 4500 native species with known applications and we are at the forefront in the use of aromatic and medicinal plants and herbs.



# 4



# 5

## OUR IMAGE AS A DESTINATION FOR INVESTMENT

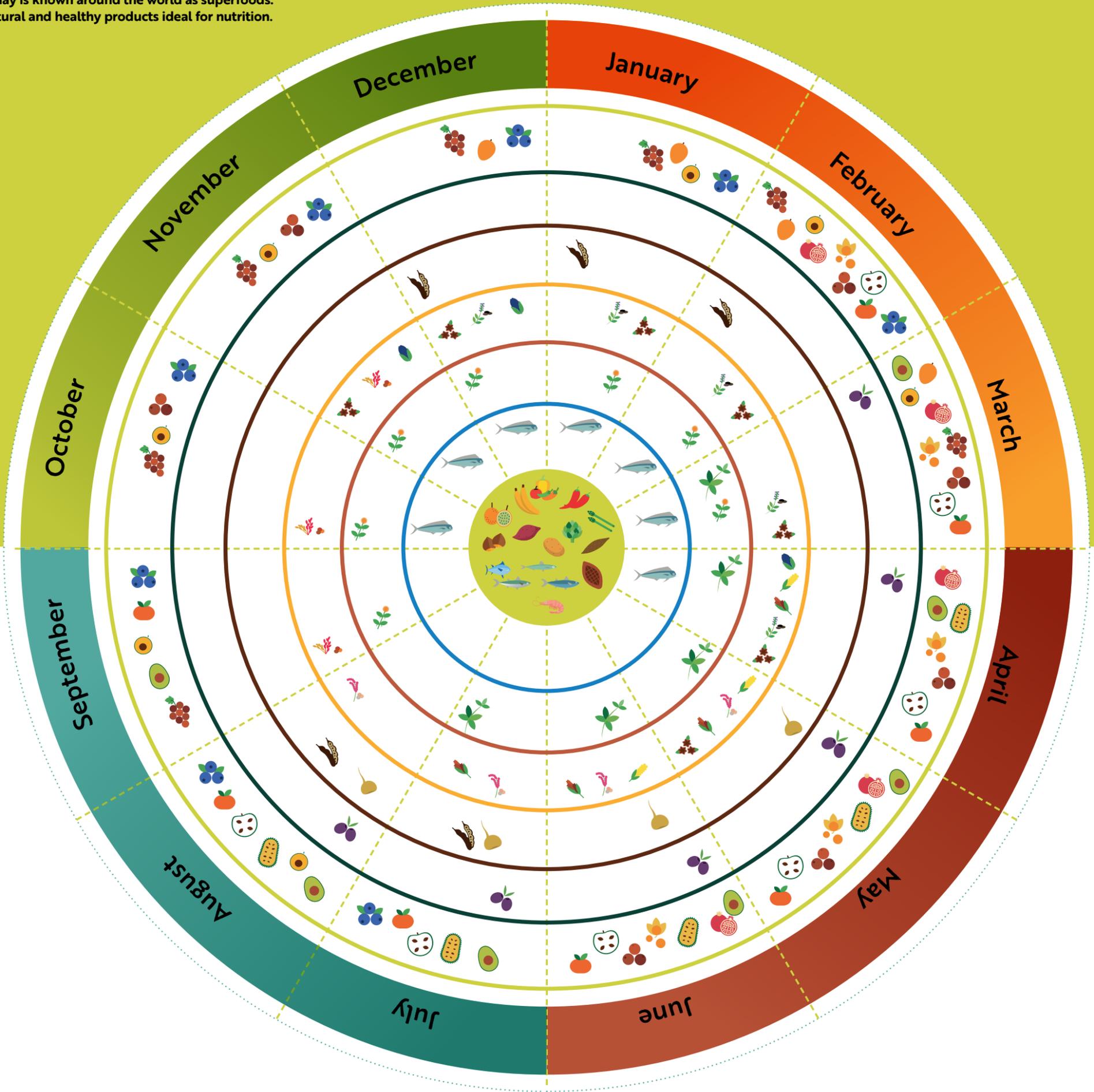
As well as being an important hub in Latin America, Peru is recommended by investment banks—such as Goldman Sachs, one of the largest in the world—as a good investment destination. The world market demands new foods, flavors, and packaging, and Peru is ready to provide them.

# SEASONAL AVAILABILITY

## VOYAGE TO THE CENTER OF THE SUPERFOODS

Thousands of years ago, the fusion of the land and wisdom of the Andean people brought a special harvest to Peru.

Its results, the children of biodiversity and a special ancestral innovation, are part of the family that today is known around the world as superfoods: natural and healthy products ideal for nutrition.



- FRUITS
- VEGETABLES
- TUBERS AND ROOTS
- GRAINS
- HERBS
- FISH PRODUCTS

THE SUPERFOODS  
WE CAN FIND  
ALL YEAR ROUND

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# PERU LAND OF THE SUPERFOODS

## FRUITS



### GOLDENBERRY

A fruit native to the Andes, its golden flesh, plentiful in potassium and vitamins A and C, is finding increasing demand worldwide.



### BLUEBERRY

The blueberry is an excellent source of iron, fiber, vitamin C, calcium, potassium, and other organic acids. Its production season runs from August to March.



### ORGANIC BANANA

Rich in potassium and antioxidants, the banana is grown primarily by small producers in the north of the country.



### CAMU CAMU

This fruit has a higher concentration of vitamin C than lemons and oranges. Peru exports more than 100 tons to the world every year.



### CHERIMOYA

With more fiber than the apple and 60% of a person's daily vitamin C needs, the chirimoya is perfect for pastry making.



### POMEGRANATE

The fruit is characterized by seeds rich in fiber, and a pulp with a healthy dose of antioxidants, such as tannin and anthoxyanins.



### LUCUMA

Rich in carbohydrates, the fruit's yellow-orange color is due to the presence of the beta carotene pigment, a powerful natural antioxidant.

## VEGETABLES



### OLIVE

Rich in omega 4 and 6 fatty acids, the olive also contains minerals, natural antioxidants, and vitamins A, C, and E.



### ARTICHOKE

The heart of this plant is a source of fiber and vitamin C, and its flavor is prized in haute cuisine.



### TANGERINE

The fruit is rich in vitamin C and helps fight a series of unstable molecules in our body known as free radicals. Its antioxidant properties are beneficial for our bodies.



### MANGO

Mango is a wonderful food rich in fibers, minerals, antioxidants, vitamins A and C, and phytochemicals. It delivers low quantities of fat, calories, and sodium.



### AVOCADO

This fruit is rich in healthy fats, has a high calorific value, and is a particular source of oleic acid, an omega 9 type fatty acid found also in olive oil.



### GRAPE

Its meaty flesh is an excellent source of minerals and antioxidants. The fruity flavor travels from Peru to the tables of more than 60 countries.



### GRANADILLA

A good source of vitamins and minerals, this fruit is used in traditional medicine for the treatment of insomnia and anxiety.



### GRAVIOLA

This fruit contains vitamins C, B1, and B2, and is rich in minerals such as iron, magnesium, potassium, and phosphorus.

## CACAO



### CACAO

Its flesh, seeds, and shell—excellent sources of antioxidants—have made it a key ingredient for the global food industry.



### CAPSICUM (Chili Pepper, Bell Pepper, and Andean Chili Pepper)

A source of dietary fiber, vitamins, and minerals, the capsicum also contains a large number of phenolic compounds with antioxidant capacity.



### ASPARAGUS

This powerful natural antioxidant grows in the valleys of northern and southern Peru. It stands out because of its high fiber and folic acid content.

## GRAINS



### CHIA

Chia has high contents of fiber, vitamins, omega 3, and antioxidants. It can be consumed raw as dietary fiber or included in different preparations, such as drinks, desserts, and baked products.



### BRAZIL NUT

This nut is a source of essential fatty acids and antioxidants, such as epicatechin and resveratrol.



### KIWICHA

Also known as amaranth, this grain's nutritional content led to it being chosen as an essential part of the diet for astronauts.



### QUINOA

Quinoa is one of the 21 crops most resistant to climate change and one of humanity's nutrition treasures. It contains proteins with high biological value.

## TUBERS AND ROOTS



### SWEET POTATO

This potato is a reliable source of beta carotene, the source of its characteristic intense orange color. It is versatile enough for use in snacks, pastries, and as a powder ingredient.



### NATIVE POTATO

A versatile food that can be used for savory or spicy snacks, the native potato stands out because of its mineral content, which includes iron, folate, potassium, and phosphorus.



### YACON

Rich in oligo-saccharides, which act as prebiotic fiber in the body, this tuber is exported mainly as a syrup that is easy to incorporate into desserts.



### CAROB TREE

A natural energizer, the bean contains carbohydrates and soluble fiber that help the metabolism. It contributes to the restoration of gut microbiota, reduces the bacterial burden, and increases lactobacilli.



### MACA

Maca has high concentrations of calcium, phosphorus, and the minerals necessary for bone development. It is revitalizing and a natural source of selenium and magnesium.

## FISH



### OILY FISH

Rich in omega-3 and omega-6 fatty acids, these fish fed the first civilizations along the coast and today is fundamental for a balanced diet.



### SACHA INCHI

Consumption of this product supports a healthy lifestyle. It is one of the world's most important sources of omega 3, 6, and 9.



### GIANT CORN

This cereal grain is a favorite snack in the Andes. Used for savory, sweet, or spicy flavors, giant corn contains iron, calcium, and phosphorus, and provides carbohydrates, most of which are polysaccharides.



### PURPLE CORN

This variety is one of the main ingredients in Peruvian gastronomy and cocktail mixology. Of the more than 50 corns we produce, its particular color makes it the most special.



### CAÑIHUA

One of the great Andean grains, cañihua stands out because of its high protein and fiber content. It contains phenolic compounds which have antioxidant potential.



### GINGER

Also known as kion, this root is used in traditional medicine because of its recognized health benefits. It can be a condiment and a source of flavor for a diverse range of dishes.



### TURMERIC

Turmeric is considered a magical plant because of its organoleptic characteristics and its therapeutic and protective properties, especially at the hepatic and cutaneous levels.

## HERBS



### CAT'S CLAW

Used as traditional medicine by indigenous peoples in the Andes, this plant has anti-inflammatory and detoxifying properties and boosts the immune system.



### TARWI

Also known as chocho and enjoyed since pre-Hispanic times, the bean of this lupin stands out for the nutritional value that comes from high amounts of protein, vitamins, and minerals.



### ANDEAN MINT

An excellent digestive and nutritional supplement due to its calcium and phosphorus content, this plant strengthens bones and teeth. Its leaves are used to heal fractures and knocks.



### TROUT

Renowned for its delicious taste, the rainbow trout is a cold-water fish that lives in the rivers, lakes, and lagoons of the Andean highlands. It has a low salt content and is a good source of protein.

