



Cupuaçu (*Theobroma grandiflorum*)

Popular in Brazil for its **nutritious** and **creamy** exotic tasting pulp

**Rainforest fruit** native to the **Amazon** related to the cocoa tree

Used for centuries by natives of the Amazon for its **medicinal properties**

Documented for its **stimulant properties**

Rich source of **vitamins, minerals** and **fatty acids**

Cupuaçu has been a primary food source for indigenous tribes in the Amazon rainforest for centuries. Today throughout Brazil it is highly prized for its creamy exotic-tasting pulp and for making fresh juice, ice-cream, jam and desserts. Often in limited supply, Cupuaçu is considered a culinary delicacy in South American cities.

# NU Cupuaçu

*pronounced as: kuu-pu-ahh-sue*

Native to the Amazon rainforest, the cupuaçu tree (*Theobroma grandiflorum*) grows naturally in the Amazon basin, with its seeds being dispersed by birds and monkeys which feast on the tasty fruit pulp. Indigenous tribes as well as local communities along the Amazon have cultivated Cupuaçu for generations, gathering this naturally organic fruit once it has fallen to the ground. Apart from supplying a tasty and nutritious pulp, it is also used traditionally as a tonic to ease abdominal pains.

Cupuaçu has been rated as one of the most promising fruits among the rich Amazonian flora, not only for its thick white fleshy pulp with its characteristic perfumed flavour, but also recently it has been found that, like the cacao fruit to which it is related, the beans that are

contained within the cupuaçu fruit can also be used to make a type of chocolate, or "cupulate" as it is known in Brazil.

NU Fruits of the Amazon's cupuaçu is wild-harvested from the Amazon, where its pulp is extracted, pasteurised and immediately frozen, without the addition of any additives, so that everyone now has the opportunity to experience all of its unadulterated goodness and flavour.

