



PRESS RELEASE

nu3 launches organic aronia juice

Berlin, April 24, 2015. **Celebrities like Angelina Jolie, Jennifer Lopez or James Franco swear by healthy super foods. Now for the first time, nu3 organic aronia juice has been added to the product line from nu3, Europe's market leader for intelligent nutrition.**

The fruits of the aronia berry are harvested between August and October. For nu3's organic aronia juice, sun-ripened berries from controlled ecological farming are processed directly after harvest into pure juice. Because of this, it retains its full flavour and is free of artificial additives, colourings or preservatives as well as being gluten and lactose free.

The fruits of the Aronia melanocarpa are similar to blueberries. However, regarding their ingredients the aronia clearly has an advantage: Aronia berries are rich in vitamin A, C, E and K and provide the entire group of B vitamins.

They also reach optimum values when it comes to minerals: they are especially rich in calcium, magnesium and iron.

Polyphenols count as particularly valuable and give the berry its intensive violet colour. These antioxidants function as immune and cell protection. They are able to dispose the free radicals that emerge from metabolic processes, stress and environmental toxins.

International food scientists for years have been researching the health effects of foods that, just like the aronia berry, are rich in antioxidants. nu3's organic aronia juice can be enjoyed pure or mixed with water.

Product information:

nu3 Organic Aronia Juice 750ml

MSRP: 5,39 Euro

<https://www.nu3.com/nu3-organic-aronia-juice-750-ml.html>

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About nu3 – YOUR NUTRITION EXPERTS

nu3 is Europe's leading vendor for intelligent nutrition. Within the online shop customers find the right product in line with their goal and philosophy in the areas of slimming, nature foods, sports, health and beauty. The nu3 team of experts consisting of ecotrophologists, sport scientists and physicians is constantly searching for innovative products for the growing line of products with currently around 6.500 items. Berlin-based company nu3 GmbH was founded in 2011 by Felix Kaiser, Kassian Ortner and Dr. Robert Sünderhauf. nu3 has around 120 employees and is active in nine countries. <https://www.nu3.com>