



Juçaí takes the spotlight of Gulfood in Dubai

The brand will be present at the largest food fair in the Middle East, from February 19 to 23

Juçaí, açai made with 100% of the juçara palm fruit, a native species of the Atlantic Forest, will be part of Gulfood – one of the world's most important food fairs – which will be held in Dubai, from February 19 to 23, 2024.

The event aims to encourage business, strengthen commercial relations in the sector, and enable exchange information and knowledge. It will be a 5-day fair, with the participation of 5 thousand exhibitors. The expectation is to attract more than 100 thousand people from 157 different countries.

"This strategic advancement represents not only a bold step for the company, but also a celebration of the culture and authenticity of sustainably made açai, now available for appreciation in one of the most diverse and culturally rich regions in the world. The public will have the opportunity to taste the product and discover that açai comes not only from the Amazon," says the General Director of Juçaí, Roberto Haag.

According to him, the juçara palm is at risk due to the reduction of the biome itself, now preserved in only 12% of its original state, and also due to heart of palm extraction, which kills the tree. "We have a rule in the company that extraction must leave at least one-third of the fruits on the tree, to continue the ecosystem and feed the local fauna," Haag concludes.

Currently, Juçaí is present in the South, Federal District, Midwest, Northeast, and Southeast regions of Brazil. Last year, according to AC Nielsen (a global marketing research company), the company grew more than 60% compared to 2022, both in volume and revenue. The brand has a factory in Penedo, in the south region of the state of Rio de Janeiro, which ensures an even more aggressive presence in the market.

"Considering the hot climate of the United Arab Emirates region, there is a latent demand for products like açai, creating opportunities for new suppliers, despite the presence of already established competitors in the area. About 15% of the annual açai production volume will be directed for export to the Middle East," concludes the Director.

By 2025, the company aims to become a reference in sustainable business all over Brazil. Roberto Haag, General Director of Juçaí, has always believed in the idea that it is possible to create a company with attractive profitability through high-quality products that inspire socio-environmental solutions.

About Juçaí:

Juçaí was born in 2015, with the purpose of conserving one of Brazil's main biomes, through the protection of the juçara palm tree, which has a key function for ecosystem balance. In the Juçaí manufacturing process, harvesting is done directly from wild juçara, in a completely sustainable way: 33% of the fruits are left to ensure the feeding of wildlife.

The brand uses juçara fruit pulp as the main input for its production process, and to extract it, it is not necessary to cut down the tree, keeping it standing. The species is threatened with extinction due to illegal extraction of its heart of palm, the removal of which necessarily involves cutting down the tree. The company leads the creation of a value chain that, by generating economic relevance to the standing tree through the processing of its fruit, protects forest biodiversity and provides a source of income for local communities.

Fruits such as banana, Cambuci, blackberry, and guarana mix with the pulp of the juçara palm fruit, turning into a creamy, antioxidant sorbet, rich in minerals, especially iron, highly nutritious and tasty, organic, dye-free, vegan, and gluten-free.

Site: <https://jucai.com.br/> Instagram: @jucaiorganico

Press information: Canal A Comunicação – Phone: (21) 2523-6552. Mariana Castro – marianacastro@canalacomunicacao.com.br Mariana Gama - marianagama@canalacomunicacao.com.br