



George Habib, Quality and Export Director of the Juice Area.

Capel launches the first fruit nectar fortified with Omega 3 “Atacama Juice”

Atacama Juice is the new product developed by the juice division of *Cooperativa Capel* and that is currently available in the Chilean market.

This product enhanced with Omega 3 was created thinking mainly in children, as Omega 3 contributes to the development and good functioning of the brains, impacting learning. Besides, it has no preservatives and is low in calories and sugar. The nectar offers two flavors, orange and peach, and is part of the new products developed by the company thinking of consumers' well-being, stated George Habib, Quality and Export Director of the Juice Area.

Use of Omega 3 in this type of beverages, is in the forefront at world level in development of healthy food products. This product is enhanced with long-chain EPA and DHA fat acids omega-3 from fish oil that, through a patented process of double capsuling, allows maintaining the flavor and smell untouched with no traces of fish flavor.

Fruit nectars are an excellent means for delivery of bioactive compounds to the population, due to that its consumption is not limited to small quantities and, when they contain low levels of critical nutrients as sugar and sodium, can be consumed in amounts that exceed most of the foods available in the market. With this new beverage, the company fulfills its desire to launch in the Chilean market a functional nectar that improves children nutrition.

Production of these new beverages has made necessary to increase Ovalle plant capacity, which permits them to offer a wider variety of products and deliver good service to its clients.

Habib states environment, safety and quality of their products are other subjects of high relevance for the company.

Safety and quality of products have been certified by two quality management systems HACCP and ISO-9001:2008, both granted by Bureau Veritas International (BVQI) and, also, in case of HACCP, by GMA-SAFE, thus backing the company policy to deliver its clients product that are completely safe and satisfy their requirements under the highest quality standards. These certifications are fundamental to export.

Main export markets for the company are the U.S., Japan, South Korea and Canada, where they are recognized by its quality and known for producing 100% natural juices, without additives and virgin, without preservatives. According to international clients of Japan, Korea and USA, this is the plant with the world's highest quality juices.