

Business Description

- **Creation:** Vital Foods was founded in **1991** by former agricultural scientist, Bruce Donaldson, who discovered a convenient way to carefully blend kiwifruit with natural flavours into a concentrated health drink, *Kiwi Crush*, which was then stored frozen to ensure optimum bioactivity of the enzymes essential for digestion.
- **CEO:** Gursh Bindra; doctorate in Nutritional Science. Brought into company about 18 months ago following an international career in consumer goods and pharmaceuticals.
- **Key Products** include:

Kiwi Crush[™] is a liquid concentrate juice of the bioactive components of kiwifruit which have been clinically shown to gently relieve mild to chronic constipation without discomfort or embarrassing side effects (e.g. bloating, flatulence).

Developed in **1992** and launched into NZ hospitals since **1994** as a treatment for constipation for post surgery, burns unit and spinal units. *Kiwi Crush* has also been used in rest homes to aid digestion and to relieve constipation amongst the elderly. *Kiwi Crush* is well supported by gastroenterologists in NZ.

Kiwi Crush[™] won numerous awards in New Zealand in 1992:

- The Premier Food Award; The NZ Food Awards; and the Category Winner in the Non-Alcoholic Beverages



Phloe[™] is a freeze dried powder supplement clinically proven to relieve constipation by gentle motility stimulation and restoring gut function, while also showing promising results in managing symptoms related to Irritable Bowel Syndrome (IBS). Clinical evidence demonstrates its effectiveness.

Launched **mid-2007**, *Phloe* is sold in pharmacies and supermarkets in NZ.

Phloe belongs to the category of non-prescribed (OTC) laxatives in NZ. It is the 2nd largest in this category.

Key Competitors (laxatives):

- Metamucil (P&G)
- Senakot (Purdue Products L.P., Stamford, CT)
- Mucilax (Douglas Pharmaceuticals, NZ)
- Benefiber (Novartis)



The active ingredient in both *Phloe*[™] and *Kiwi Crush*[™] is **Zyactinase**[™], which is 100% naturally derived from NZ green kiwifruit using Vital Food's unique, proprietary process.

- **Key web links:** <http://www.vitalfoods.co.nz> , www.phloe.co.nz; www.kiwicrush.co.nz