

## Organic Acerola Extract Powder

### What is CherryMax™?

**CherryMax™** Acerola is a premium organic acerola cherry extract powder, produced from 100% acerola juice and standardized to **32% natural vitamin C**. This powder is crafted to deliver concentrated vitamin C while maintaining a clean profile that aligns with today's formulation needs. With **no carriers, fillers, or processing aids**, CherryMax™ Acerola supports a transparent ingredient story that resonates across foods, beverages, and supplements.

With a **small inclusion rate** that delivers meaningful vitamin C per serving, CherryMax™ Acerola is a top choice for nutraceutical and functional food formulations, offering a plant-based alternative to synthetic ascorbic acid and giving brands the ability to meet vitamin C claims with minimal impact on flavor systems and formats.

### Why CherryMax™?

#### 1 32% Plant-Based Vitamin C

CherryMax™ Acerola delivers 32% naturally occurring vitamin C for reliable, plant-based strength. One gram provides ~320 mg vitamin C, and just ~0.28 g reaches the full 90mg Daily Value. Each serving supports **immune function, antioxidant protection, and collagen formation** without crowding your formula.

#### 2 Carrier-Free, 100% Fruit Juice Extract

Made from **100% organic acerola juice** with no carriers or fillers. Unlike maltodextrin-cut acerola, every gram contributes to nutrient density and a simpler label. The result is a clean ingredient story and a transparent panel consumers recognize and trust.



### Vitamin C Claim Builder

Hit common claim targets while preserving flavor systems and space for other actives:

- **100% DV** (90mg): ≈ 0.28 g CherryMax™ Acerola per serving
- **67% DV** (60mg): ≈ 0.19 g per serving
- **50% DV** (45mg): ≈ 0.14 g per serving
- **33% DV** (30mg): ≈ 0.09 g per serving

## 3 Formulator Friendly Performance

**Fine orange powder** with a pleasant, slightly tart profile that integrates across beverages, gummies, and powders. **Freely water soluble** for smooth, uniform mixes that maintain clarity and consistent taste.

## 4 Cost-Effective Dosing:

With **32% vitamin C** you hit common claim targets with compact inclusion rates. Keep unit cost and total solids in check while **preserving space for flavors and co-actives** across capsules, stick packs, RTD, and gummies.

# Natural Vitamin C Formulation Playbook

Build clean, potent Vitamin C products with fast, practical guidance.

### Dosing to % DV

The adult Daily Value for vitamin C is 90mg. With 32% vitamin C, CherryMax Acerola supplies ~320mg per gram. Use ~0.28g per serving to reach 100% DV, or scale to 60mg, 45mg, or 30mg as needed.

### Sensory and Color Cues

Fine orange powder with a pleasant, lightly tart profile that pairs well with citrus, berry, and tropical systems. Low inclusion keeps flavor systems intact while signaling a natural vitamin C story consumers recognize.

### Label and Compliance

Single-ingredient composition supports simple panels like “Organic Acerola Cherry (fruit) extract.” Certified attributes and statements include organic, vegan, gluten free, Non-GMO, not irradiated, solvent-free, Ready-to-Eat, and self-affirmed GRAS.

### Stability & Handling

Protect potency by minimizing heat, light, and oxygen during processing. Keep sealed and dry, store below 25°C, and avoid direct sunlight. Acerola is hygroscopic, so maintain low humidity and tight packaging from blend to finished good.

## Specifications

**Shelf Life:** 24 months    **Solubility:** Freely Soluble to Water  
**Dose:** 30-90mg    **Appearance:** Fine Orange Powder  
**Format:** Bulk Powder    **Taste:** Characteristic

## Claims:

- USDA Organic
- Non-GMO
- Gluten Free
- Self-Affirmed GRAS