

The Nutrilock™ Difference

It's the reason you're going to fall in love with this food. We promise.

More Color. More Flavor.
More Nutrients. More Wow!



Compare a tomato you've just plucked off the vine in your garden to the tomato you get from the grocery store in the winter months. The flavor! No comparison, right? Unfortunately, taste is not the only thing lacking in the store tomato. Nutrients! Produce starts losing nutrients soon after being harvested.

Don't be sad. We have a solution. A tasty, beautiful, nutritious solution.

It's what we call the **Nutrilock Difference.**



Nutrilock®

1



Thrive Life partners with farmers who make quality food their passion!

2



We harvest our produce at its nutritional peak! Not before. Not after.

3



We flash freeze our produce within hours of being picked, typically right on the farm!

4



Freeze drying gently removes moisture from whole foods and locks in nutrients instead of letting them degrade in a truck or train, or even on the grocery store shelf.

5



Our Nutrilock Promise locks in taste and nutrients for a long long time so you don't have to worry about your food going bad. It's ready when you are!

We follow strict food safety standards and require all of our farmers and suppliers to do the same.

Our Quality team is very busy. They inspect EVERYTHING coming in AND going out of our plant. We're all afraid of them. They're mean, but in a nice way.



So many benefits! Where do we start?

OUR GREENS VS GROCERY STORE "FRESH"

Stopping nutrient degradation in its tracks!



Broccoli	Green Beans	Green Peas
52% More Vitamin B	77% More Vitamin C	4x More Vitamin E

Frozen vs fresh that's been stored for 10 days.⁹



GROCERY STORE "FRESH" IS NOT SO FRESH

100% Vitamin C content in spinach is lost by day 4 ⁷	Up to 40% Vitamin C content in pears, mangoes, and pineapple is lost by week 1 ⁶	62% Phytonutrient content in broccoli is lost by week 2 ⁸	24% Vitamin B content in peas is lost by week 3 ⁹
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DAY 4

WEEK 1

WEEK 2

WEEK 3

FREEZE DRIED VS "FRESH"

UP TO
52%
MORE²

Phytonutrients

Freeze Dried Raspberries



UP TO
82%
MORE¹

Phytonutrients

Freeze Dried Strawberries



UP TO
47%
MORE³

Phytonutrients

Freeze Dried Blueberries

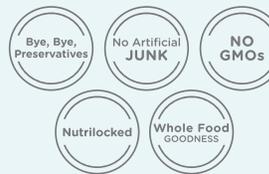


What are **phytonutrients**!?

Plant compounds that are super strong antioxidants. Think of them as nature's defense food.

Did you know?

- Sensitive nutrients like Vitamin C, degrade in fresh products over time. Flash freezing followed by freeze drying stops this degradation⁴.
- Grocery store "fresh" pineapple can be 20 days old, traveling thousands of miles to reach your grocery store shelves.



Nutrilock®

The **Nutrilock Difference** is simply this: we lock in the taste and nutrients to the food you love, so you're getting the best that Mother Nature has to offer...every bite.



Any Questions?

Are there more sugar and carbs in Freeze Dried foods?

That's the beauty of freeze dried food—super sweet with no added sugar! The amount of sugar in a strawberry is the same before and after freeze drying. No more. No less. And all natural baby.

Are your foods artificially ripened?

Our food is picked at the peak of ripeness from the tree, vine, or ground, gaining more nutrients in those precious last days of ripening⁵. Many grocery store foods are picked early and exposed to toxic ripening agents.

Are dehydrated or canned foods as good as freeze dried?

Because of the high heat used in canning and dehydrating, loads of nutrients⁵ are lost. Freeze drying uses very low heat to gently remove the moisture and retain the nutrients.

¹ Sheffield Hallam University (2013) Changes in the Nutritional Content of Fruit and Vegetables During the Dehydration Process of Freeze Drying.

² Shyam S. Sablani, Preston K. Andrews, Neal M. Davies, Thomas Walters, Hector Saez & Luis Bastarrachea (2011) Effects of Air and Freeze Drying on Phytochemical Content of Conventional and Organic Berries, *Drying Technology*, 29:2, 205-216.

³ Shivembe A, Ojinnaka D (2017) Determination of vitamin C and total phenolic in fresh and freeze dried blueberries and the antioxidant capacity of their extracts. *Integr Food Nutr Metab* 4: doi: 10.15761/IFNM.1000197

⁴ Sheffield Hallam University (2013) Changes in the Nutritional Content of Fruit and Vegetables During the Dehydration Process of Freeze Drying.

⁵ Seung Lee, Adel Kader (2000) Preharvest and postharvest factors influencing Vitamin C content of horticultural crops. *ScienceDirect* 20:3, 207-220.

⁶ Giuliana Vinci, Francesco Botre, Giustino Mele, Giovanni Ruggieri (1995) Ascorbic acid in exotic fruits: a liquid chromatographic investigation. *Food Chemistry*, 53:2, 211-214.

⁷ Joy C Rickman, Diane M Barrett, Christine M Bruhn (2007) Nutritional comparison of fresh, frozen and canned fruits and vegetables. Part 1. Vitamins C and B and phenolic compounds. *Sci Food Agric* 87:930-944.

⁸ Joy C Rickman, Diane M Barrett, Christine M Bruhn (2007) Nutritional comparison of fresh, frozen and canned fruits and vegetables. Part 1. Vitamins C and B and phenolic compounds. *Sci Food Agric* 87:930-944.

⁹ Ali Bouzari, Dirk Holstege, Diane M Barrett (2014) Vitamin Retention in Eight Fruits and Vegetables: A Comparison of Refrigerated and Frozen Storage. *Agriculture and Food Chemistry*