

# FREEZE-DRIED PURE AVOCADO

**OVĀVO**  
FREEZE-DRIED PURE AVOCADO



*invita*  
INGREDIENTS FOR LIFE

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## POWDER

OVĀVO avocados come from the northernmost tip of New Zealand, one of the most pristine and remote growing environments on the planet. ([Watch OVĀVO story](#))

Hass avocado flesh is dehydrated into a concentrated, clean label freeze-dried powder for secondary processing, retaining almost all its natural properties (structure, colour, flavour, nutrients).

The powder is a light green shade with moderately earthy afternotes, a slight acidic smell, with a creamy and mouthcoating texture which is amplified in combination with other foods. It is highly soluble in fat & oil.

([Request a sample](#))

## APPLICATIONS

Avocados are an incredibly versatile complement to a wide range of ingredients: in taste, texture and functionality. ([Foods that match well with avocados](#))

We have developed a number of prototypes, including ice cream, chocolate truffles, muesli bar, tortilla, chocolate flavoured breakfast drink and hummus. These processing methods extend to a wide variety of other categories and potential products. ([See recipe prototypes](#))

## HEALTH & NUTRITIONAL CLAIMS

Avocados are one of the most nutrient-dense foods – the only fruit containing protein, carbohydrates and fat. They are among the richest in fibre, folate, vitamin E, magnesium & potassium of any fruit.

There are a number of possible nutrient content claims that can be made for OVĀVO freeze-dried avocado powder under FSANZ regulations. Read Plant Food Research white paper on nutritional & health benefits.

([OVĀVO nutritional claims](#))

## CONSUMER TRENDS

Avocados tick the boxes of many of the major consumer growth trends within food, nutrition and health – trends which strongly influence sustainable product development.

Download a report by New Nutrition business to see how these relate to the mega trends of 2021. ([Download report](#))

## SUSTAINABILITY

OVĀVO uses process grade avocados – those that are too small or not 'pretty' enough for retail sale – which account for approximately 10% of all industry fruit.

Storage & transportation is also far more environmentally friendly – one teaspoon of OVĀVO powder has all the nutritional goodness of a whole avocado. ([Nutrient comparison vs other 'super foods'](#))

Most importantly, the water we use to grow OVĀVO avocados isn't at the expense of anyone - abundant from the sky and supplemented by pristine, self-replenishing water aquifers – avocados you can feel good about eating.

## SHELF LIFE

OVĀVO powder can be stored at room temperature, unopened for 12+ months. It is not very hygroscopic and doesn't absorb moisture immediately however, once opened, please store refrigerated (5 degrees C) in zip locked bag to reduce any oxidation, where it should last for a further 60+ days. ([OVĀVO technical information](#))

## POWDER VS OIL

There are a number of health and functional benefits of using avocado powder over avocado oil. These include the high fibre content with associated health & satiety benefits; lower water activity; and sensory in taste and mouth feel.

As an oil, the long chain fatty acids are increasingly exposed to oxidative stress and chemical changes under high temperature environments compared to the powder. Oil is also limited in its applications where powder can be used in a wider range of food processing systems. ([Avocado health benefits](#))

## TECHNICAL ASSISTANCE

Our team of food scientists are on-hand to answer any questions you have about OVĀVO powder, or for help customising to your specific requirements in secondary processing.