



ECOTROPHELIA
NEDERLAND



Media Dossier/ Media file

Naam van het team: <i>Team name:</i>	PaiBloom
Naam van het product: <i>Product name:</i>	Pailin Pearl
Beschrijving voor Communicatie <i>Description for Communication</i>	Meet Pailin Pearl by PaiBloom — a silky longan spread that brings a new fruit to the European breakfast table. Longan, lychee's more aromatic sister, grows in Pailin Province, north-western Cambodia, where surplus fruit too often rots when prices crash. PaiBloom rescues that fruit and turns it into a plant-based, no-added-refined-sugar spread that is a source of protein and omega-3 and high in fibre. Its launch preservation system uses ordinary food ingredients and process controls: rice bran oil, ascorbic acid, low water activity, hot-fill, and refrigeration after opening. Sourced through an estate-plus-cooperative model that pays smallholders fairly and packed in lightweight recyclable glass, Pailin Pearl is premium because of its story, not its price tag. Taste the fruit Europe has been waiting to discover.

Bijvoegen/ Attach:

foto van team (JPEG/hoge resolutie-1200*800 pixels)



foto van het product (JPEG/hoge resolutie-1200*800 pixels)

Product photo



