



**I Love Fruit & Veg from Europe: the beneficial properties of berries.
Full of vitamins and sophisticated flavours, they are natural "fat burners".**

London - July 19, 2024 – Fragrant, delicious and jewel-coloured, they are known for their elegant, complex flavours - and are good for you. **Berries are an exquisite delicacy** and, as part of a balanced diet, they can contribute to general good health and help with weight loss. The information and promotional campaign "**I love fruit & veg from Europe**", co-financed by the European Union and managed by a group of five agricultural producer organisations (Terra Orti, A.O.A., La Deliziosa, Asso Fruit and Meridia) invites British consumers to eat **raspberries, blackberries, blueberries, blackcurrants, wild strawberries and black cherries**.



Berries are an obvious choice because they contain plenty of water and fibre, vitamins, mineral salts and antioxidants. They also contain polyphenols, which have a fat-burning effect. Whether eaten fresh, in preserves or juices, they make a perfect snack for those **on a diet**: berries are low in calories but highly nutritious and they can give a sense of fullness; they can also help to control cholesterol. Furthermore, they are easily absorbed and have diuretic, purifying and laxative properties - thanks to their organic acids, sugars and pectin - essential in maintaining a healthy gastrointestinal tract and the adjoining glands (the liver). They are also **recommended as part of the diet for children** because they can help to improve memory function.

Cranberries can help to prevent and combat urinary tract infections. **Cranberry extract** can relieve associated burning sensations and discomfort. The virtues of berries really are endless.



CO-FUNDED BY THE
EUROPEAN UNION

THE EUROPEAN UNION SUPPORTS
CAMPAIGNS THAT PROMOTE A WIDE
VARIETY OF AGRICULTURAL PRODUCTS.





They are a good source of folic acid, which is essential during pregnancy to promote healthy growth and development in babies.

Blueberries can help to lower blood pressure: a bowl a day can protect the heart and help lower blood pressure in women during menopause.

Raspberries can counteract inflammation, especially joint inflammation, due to their purifying and diuretic effects. **Blackcurrant-based** drinks, on the other hand, are recommended at times of extreme fatigue and physical overload, like after sustained and strenuous exercise, because they can aid recovery.

Learn more about the benefits of a healthy diet based on fresh, seasonal fruits and vegetables at:
www.ilovefruitandvegfromeurope.co.uk

Media contact: press@mbconsultingsrl.com