



HEARTS OF
AMAZON

*The True
Essence
of Açaí*

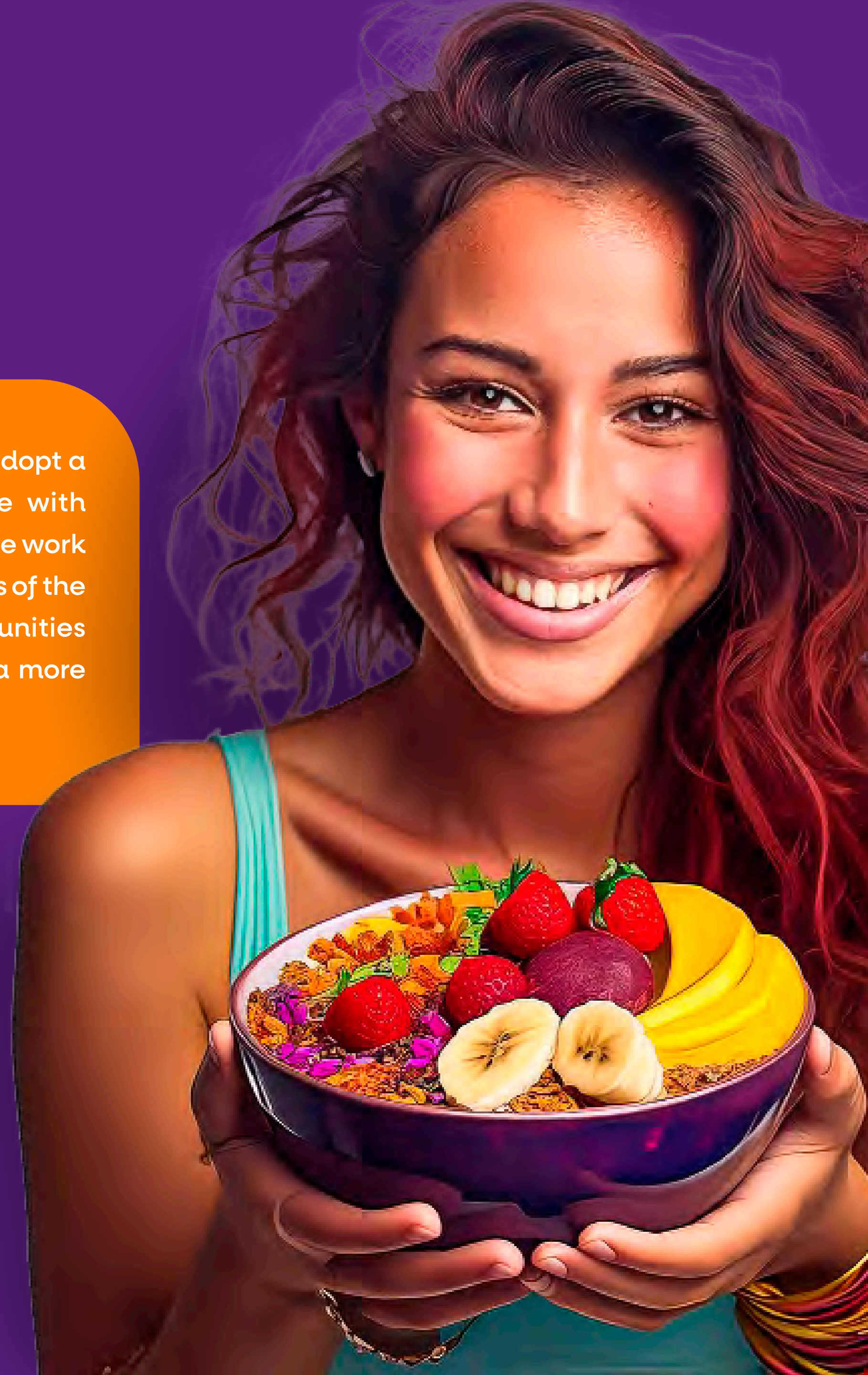
Welcome to HOA – Hearts of Amazon

Born in Europe, but with Brazilian DNA, the HOA – Hearts of Amazon - brand arrived to present to the world products that carry the authenticity, flavor and benefits of açai and Brazilian tropical fruits.

HOA was founded in Portugal by a group of partners born and raised in the Amazon region in Brazil, with over 10 years of experience in sourcing and selling Açai internationally, supported by an extensive strategic network within the local Açai value-chain.

After years of a rewarding journey taking the benefits of Açai around the world, they felt again motivated by the opportunity to create their own Açai brand and portfolio of products to truly reflect the essence of the region, its natural beauties and people, and a product that is authentic and superior both in taste and quality.

We encourage people to adopt a healthier lifestyle in tune with nature. At the same time, we work in harmony with all the links of the production chain, communities and the environment, for a more sustainable future.



Global & local

HOA founders combined their skills to develop products that reflect the true essence of Brazilian açai and the Amazonian biodiversity.

HOA counts on a team of specialists and key partners in international logistics, purchasing, quality, sales, and the distribution of frozen products to various customers in Portugal and throughout the European Union, ensuring that products reach customers in a timely manner and in perfect condition.

This combination of retail experience, deep knowledge of the açai production chain, and a robust operational capability has allowed HOA to quickly establish itself as a reference in the frozen açai market.



HOA: Good Business

Açaí-derived products are exported to various global markets, with applications ranging from frozen açaí pulp, to processed products like frozen sorbet, drinks, dietary supplements, among others. The popularity of açaí in these markets is due both to its exotic flavor and its recognized health benefits, causing the demand for açaí-based products to continue growing worldwide.

The global Açaí berry market was valued at approximately USD 1.7 billion in 2023, with projections to reach USD 3.6 billion by 2032, growing at a compound annual growth rate (CAGR) of 8.7% (DataIntel, 2024).

Market Drivers

- ✓ Rising health consciousness, demand for organic and plant-based products, and the superfood trend are fueling growth.
- ✓ Açaí's high antioxidant content, vitamins, and minerals appeal to consumers seeking functional foods, without compromising on a great taste.

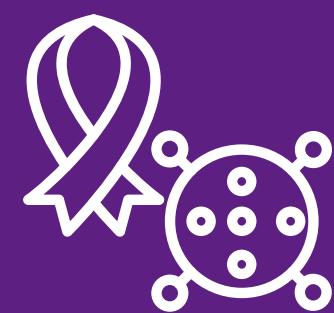
HOA's team goes really far!



Our combined experiences have supported a variety of projects for customers in the industrial, foodservice, and retail channels, incorporating the best business practices and the latest açai market trends.



HOA: Good Health



Helps prevent
cancer



Support reduction
of cholesterol



Maintains a
healthy heart



Helps the
immune system



Anti-inflammatory



Restores
energy



Accelerates
metabolism



Rich in essential
minerals



Fights free
radicals

Açaí is a native fruit of the Amazon highly valued for its nutritional and health benefits. Rich in antioxidants, especially anthocyanins, which provide its characteristic purple color, açai helps combat free radicals, potentially reducing the risk of chronic diseases such as heart disease and cancer. Additionally, it is a good source of fiber, heart-healthy due to unsaturated fats, and contains calcium, iron, and a variety of essential vitamins and minerals.

HOA value proposition:

HOA has developed over the years, a strong and strategic partnership network with major stakeholders in the harvesting and production processes, including its own investment in purchasing and processing of pulp, as part of its inventory and quality assurance strategies.

This network of key partners at a local level, guarantees that HOA has the flexibility, agility, cost-effectiveness and confidence to provide unique client services at a global level.

We master the sourcing, product transformation and logistics necessary to make Açaí a product of choice, anywhere our customers may be.

Rigorous practices are adopted to keep açaí in ideal conditions throughout the journey. In Portugal, the product is stored in frozen warehouses to ensure its quality until it reaches consumers. This careful integrated process reflects our commitment to excellence and sustainability throughout the açaí production chain.

HOA can tailor to customer needs, be it in the retail, foodservice or even private label business model.



From the Amazon:

Açaí is a native fruit of the Brazilian Amazon, recognized for its small, purple fruits that are rich in antioxidants and nutrients. Collected by local communities, açaí is carefully processed following traditional and sustainable methods.

This work takes place in the most remote areas of the forest, playing a crucial role in the local economy and respecting the environment.

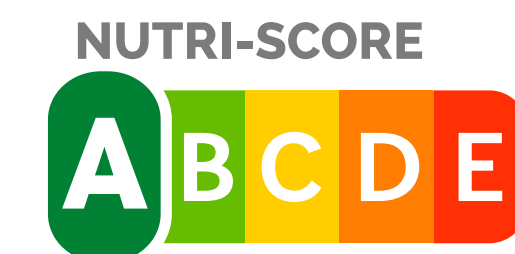
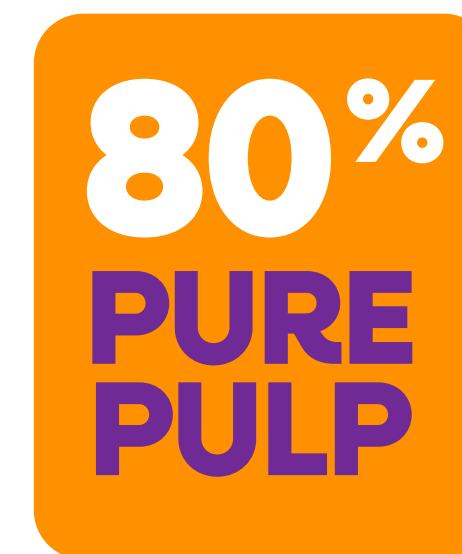


To the World:

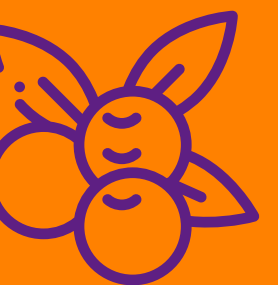
After harvesting, açaí is transported to factories where it is processed according to strict quality standards of the Global Food Safety Initiative (GFSI).

This process ensures the purity and food safety of the product, preserving its nutritional properties and authentic flavor.

Discover our amazing 100% natural and organic combination:



Our premium açai products are 100% plant-based, free from preservatives, artificial dyes, gluten, lactose, and trans fat, besides scoring a low sodium level. HOA Açai is crafted for those who value health and authenticity. Packed with powerful antioxidants, essential vitamins, and omegas 6 and 9, every scoop is a delicious way to nourish your body and fuel your day!



Retail / Food Service Products

The HOA Açaí product line was developed with a lot of love, thinking about the demands for natural, healthy and organic products! HOA Bio Açaí essentially values transmitting the authentic flavor of açaí in a delicious ice cream, remaining as an organic product.

HOA Açaí Sorbet Bio
240ml, 500ml, 3KG e 10KG
HOA Açaí Puree
100g, 400g and 1kg



Industrial Products

We meet the most rigorous standards and quality requirements for açai, ensuring products that stand out for their purity and unmatched flavor. We offer varied packaging and unique specifications, fully customized for your business model. Whether for industrial operation or food service, our flexibility and commitment to quality ensure that you receive exactly what you need to delight your customers and optimize your operations.

- ✓ 1KG Bag
- ✓ 5KG Bag
- ✓ 10KG Pail
- ✓ 18KG Pail
- ✓ 180KG Drum



Private Label

At HOA, we are experts in transforming ideas into successful brands. With a project management approach to private label development, we offer unparalleled agility, assertiveness, and commitment. Our structured processes ensure that your project comes to life quickly and accurately, using the best açai products on the market. Trust HOA to take your private label to the next level!





HOA's Lending Partnership Program (Portugal only)

HOA has a business model developed to support entrepreneurs by providing the best açai machine at no cost to your establishment when you continuously purchase HOA Açai with specific MOQs.

Choose HOA and bring the best açai to your business without worrying about initial investments in machines.



Create the Future, from the HEARTS OF AMAZON - HOA

We believe in offering natural and authentic products that capture the genuine essence of Brazil.

Our mission is to promote a healthy lifestyle through natural and nutritious foods that truly transform lives. We value harmony with communities and the environment, seeking fair and sustainable relationships in all our production chains.

We prioritize excellence by selecting the best ingredients and applying rigorous quality controls to ensure the best experience for our customers.

We are always looking for new ideas and solutions to expand our product line and reach more people while working for a better future for all.



Sourcing is our Passion!*

We are the most reliable partner to support our customers on their customized journey to find new flavors and blends to source global markets with delicious and innovative products. IQF's, Frozen Pulp or Sorbet, you name it!



Coconut



Guava



Acerola



Mango



Cupuaçu



Dragon
fruit



Passion
fruit

*(on-demand projects)

HOA – THE TRUE ESSENCE OF PARTNERSHIP

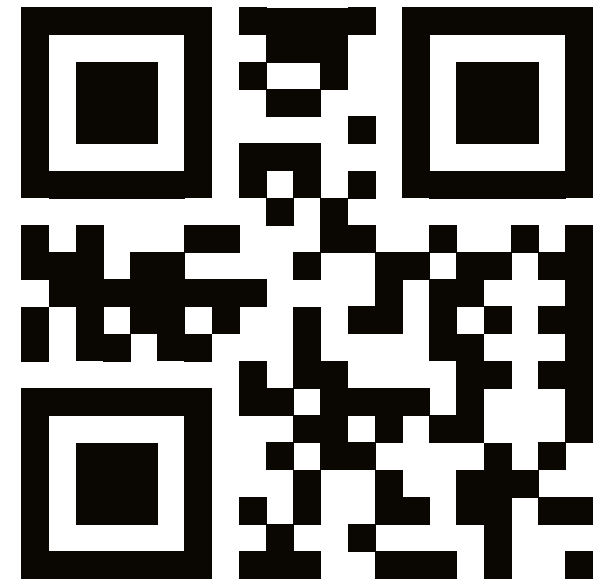
Let us take care of the
details so you can
focus on the growth
and success of your
business.





HEARTS OF
AMAZON

*The True
Essence
of Açaí*



Contacts:



info@hoa.pt



www.hoa.pt



@hoa_acai

Our global offices:



Lisboa | Portugal



Belém | Brazil