

## WHEN MADE IN ITALY MEETS SUPERFOOD: PRODOTTI RUBICONE LAUNCHES TWO AÇAÍ-FLAVORED SOLUTIONS FOR GELATO AND BEVERAGES

*Constantly on the lookout for emerging trends to be transformed into ingredient innovations, Prodotti Rubicone unveils two vegan and gluten-free açai-based solutions designed to combine exceptional taste with ease of use*

Bertinoro (FC), May 5<sup>th</sup> 2025 – **Prodotti Rubicone** – an Italian company that has been producing gelato and pastry ingredients since 1959 and that is present today in more than 84 countries worldwide – **proudly launches two new açai-based products among its 2025 innovations: Top Fruit Açai concentrated paste and Soft Açai powder.** Both products are 100% Made in Italy and meet the growing consumer demand for natural ingredients that are rich in beneficial properties and offer exotic tastes.

Açaí – a berry native to Brazil, known for its blueberry-like flavor, widely appreciated for its anti-aging and detoxifying properties, earning it the title of “superfood” – meets the world of gelato and beverages through two formulations tailored to meet the needs of both artisanal and soft serve gelato makers.

Top Fruit Açai is a ready-to-use concentrated paste with a high percentage of fruit purée. Just a few steps and the addition of water allow to create gelato, soft serve, slushies, smoothies, or milkshakes with an intense, authentic and natural flavor. The product is vegan, gluten-free, and retains all the fruit’s nutritional benefits.

Soft Açai is the powdered version, also ready to use, ideal for making gelato, soft serve, smoothies, and milkshakes. It preserves the full organoleptic and nutritional qualities of the fruit and is likewise vegan and gluten-free.

*“At Prodotti Rubicone, we have always paid close attention to consumer trends, striving to offer our partners solutions that reflect the latest market developments. In recent years, we’ve focused in particular on functional ingredients, clean-label formulations, and unique taste experiences—without ever compromising on ease of use. Top Fruit Açai and Soft Açai are the latest results of this distinctive approach to R&D. Açai is a major global trend, and we couldn’t miss the opportunity to include it in our portfolio,”* says **Alessandro Cioccolini, CEO of Prodotti Rubicone.**



With these new launches, Prodotti Rubicone further strengthens its position as a trusted partner for gelato and pastry professionals worldwide, thanks to the continuous efforts of its R&D department, which works to improve existing products and create new ones in response to evolving consumer needs and food trends.

### About Prodotti Rubicone

Founded in 1959 in the province of Cesena as a small business dedicated to artisanal gelato production, Prodotti Rubicone quickly became one of the leading names in the Italian gelato sector and was among the first companies to develop and market bases for artisanal gelato. Since joining the Italcanditi Group in 2019, Rubicone now offers a comprehensive line of over 570 ingredients for gelato and pastry—ranging from traditional products to cutting-edge formulations like Vegan, Gluten-Free, Hi-Pro, and Sugar-Free—and exports to 84 countries around the globe. This growth has been driven by a steadfast commitment to research and training, particularly through the Gelato College, a school offering hands-on courses in gelato, pastry, and baking. Together with CSM Ingredients, HIFOOD, Vitalfood by Italcanditi, and Comprital, Prodotti Rubicone is part of the Ingredient-Tech Platform—a collective of companies united by a single purpose: to support the evolution of the food industry to enhance human well-being and planetary health.

For more information: [prodottirubicone.com](http://prodottirubicone.com)

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