

PRESS Release

Myth, History and the Present...

Once upon a time there was a God called FUCINO who lived at the bottom of a huge lake, in the green heart of the ABRUZZO region. FUCINO used to spend much of his time alongside the banks of the lake.

One day, whilst walking through the forest, he met a lake nymph. They soon fell in love much to the dislike of the Goddess, his bride.

In an act of jealousy and retribution, the Goddess killed the nymph with a poisoned arrow she found in the forest.

FUCINO was heartbroken at the death of his beloved nymph and therefore, in order to

remember his love for her forever, he transformed the dead nymph's body into a big mountain surrounding the shores of the lake.

Since that day, everyone has called this mountain "the Sleeping Beauty" because it looks like a princess lying alongside the shores of the lake kissing her shadow the water of the lake. Nowadays instead of the lake there is a fertile plateau. Yet the Sleeping Beauty Mountain overlooking the plateau of FUCINO still remains, where colored, fresh and natural vegetables are grown - rich gifts given by God FUCINO to his beloved nymph.

The Fucino plateau is surrounded by the National Park of Abruzzo: the green hearth of our Region. The Territory of the National Park of Abruzzo primarily consists of a series of mountain ranges with an altitude of between 900 and 2200m asl.

The mountains of the park make for an interesting and varied landscape in which rounded peaks alternate with those peaks with slopes and cliffs. The area is crossed by rivers, creeks, natural lakes and artificial basins.

The landscape of the park has been shaped by the Karst phenomena, which today is evidenced by glacial cirques in the upper valleys, moraine deposits, caves, cracks and dolines. The largest mountains have been sculpted into their current form by major geological events throughout the history of the Earth that have affected the morphology of the territory up to present day. Where 160 million years ago, there towered mighty submerged coral reefs in warm tropical seas, today we can admire these imposing peaks.

Beneath the mountain chains of the Park stands the fertile plateau of Fucino.

Millions of years ago, in place of this plateau stood a volcano which then became a volcanic lake, the lake of FUCINO, the second biggest in the whole Italian Territory.

During the Roman Empire, they tried to drain this huge lake as it sometimes caused so much

damage to the people living in the surrounding area: the God FUCINO who lived at the bottom of the lake, every so often took out his anger with devastating floods.

In the middle of the lake there were some populated islands: on one of these was the village of ORTUCCHIO.

Nowadays Ortucchio is a lovely town located on the Fucino plateau, where Aureli built his business over 40 years ago.

Aureli accepted the environmental challenge promoted by the National Park by only using **natural** growing techniques but also developing its **own traditional** methods of production that respected the farming traditions of our Region: we produce just the gifts of the Nymph and God Fucino.

We produce **Natural Vitamins** from fresh and healthy vegetables that have been traditionally grown in our area for centuries now.

Since 1968 Aureli has been growing the most traditional of these vegetable grown in the Fucino plateau - carrots!

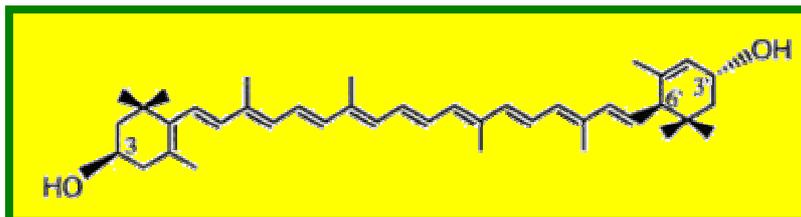
We are proud that our carrots have achieved **PGI** certification – *protected geographical indication*.

Lutein is another natural pigment. It has been shown to improve the healthy function of the eye, to reduce the risk of macular degeneration, and increase the health of the skin.

Lutein is an antioxidant that appears to inhibit or reduce harmful free radicals in various parts of the body.

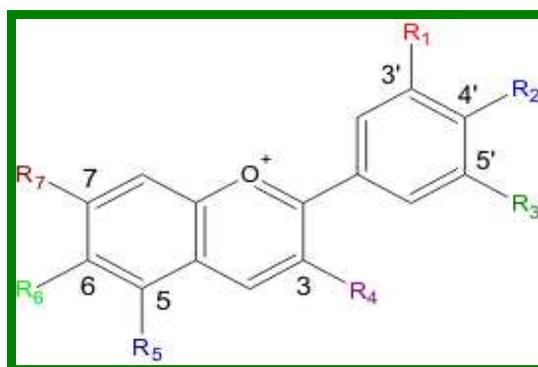
In addition, lutein also filters the blue high-energy spectrum of visible light. It is believed that blue light induces oxidative stress and possible damage by free radicals in human

organs exposed to light, such as skin and eyes. Many people do not ingest a sufficient amount of lutein in their diet. Research has suggested that a dose of lutein between 6-20 mg per day (equivalent to 1-2 glasses of purple carrot juice per day) is necessary to induce such benefits. Lutein is widely available, even in doses exceeding 20 mg in various dietary supplements, food and beverages, for those who wish to increase their intake of lutein..



Anthocyanins or antocianine are a class of water-soluble pigments belonging to the family of flavonoids. The antocianine have different tasks. Through their antioxidant power, protect from damage caused by ultraviolet radiation, absorbing light of a specific wavelength. They can react with oxidants such as molecular oxygen and free radicals thus reducing the damage that can cause these molecules to cells and tissues.

Thanks to this their antiradical and antioxidant activity, these substances can be very helpful for their uses in medicine. These pigments appear to protect against capillary fragility, and against several aging processes or cellular changes caused from oxygen, including inflammatory and carcinogenic changes. Some of these activities are the same as those found in wine.



Our Carrot Juice

From our PGI carrots grow in Fucino tableland, Aureli produce its carrot juice. We offer a Vitamin A directly from Nature: from our crops to the consumers table. As beta-

carotene is heat, although the pasteurization process the vitamin persist up to 80% of the this value on row carrots.

In 100ml of our carrot juice we have:

Carrot juice type	claims	Values	Recommended Daily Dose	Health Benefits
Orange juice	Beta-carotene	150-95 mg/Kg	1 glass orange carrot juice	Cancer prevention, eyes health
Yellow juice	Lutein	9,3 mg/Kg	2 glasses yellow carrot juice	Macular degeneration prevention
Purple juice	Anthocyanins	1.657 mg/Kg	1 glass purple carrot juice	Antioxidant power

Vitamin A is expressed as mg of retinol equivalents:

RE = 1 mg retinol = 6 mcg of beta-carotene = 12 mcg of carotenoids

The average daily intake ratio - Recommended Dietary Allowances (RDA)- is 800 mg retinol, equivalent to a small glass our carrot juice.

In 100ml of our juice there is 194% of the RDA, the percentage of the recommended daily intake



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More than the recommended daily intake of Beta-carotene

Vitamin A retinol equivalent [$\mu\text{g}/100\text{g}$]	
Oil, cod liver	18.000
Liver, bovine	16.500
Carrots, raw	1.148
Apricots	1.090
Parsley	943
Butter	930
Basil	658
Eggs	640
Ripe tomatoes	610
Pumpkin Yellow	599
Radicchio Green	542
Mango	533
Raw spinach	485
Fresh tuna	450
Peppers, red and yellow	424
Tomatoes, peeled, canned	400
Parmigiano	373
Apricots, fresh	360

