

Amèle

ORGANIC CAROB NECTAR
- GLUTEN FREE -



The carob nectar that's good
for your health and helps your land

THE THIRTY-DAY CHALLENGE

Sometimes you are the only person who can really judge your state of health.

Your body sends you signals all the time and communicates with you via feelings.

There are days when you feel under the weather or tired, and other days when you don't know why you feel upset, disheartened or sad – sometimes you just have a slightly uneasy feeling, like a weight in your stomach.

Well, in most cases it's just your body telling you that it needs a certain kind of nutrient.

Do you agree with me if I tell you that the food we eat is increasingly deficient in nutrients?

It's increasingly easy for our bodies to lack some nutrient, even if we follow a balanced and varied diet.

This is where I have a proposal for you - a thirty-day challenge.

Try taking a teaspoonful of Amèle, our carob nectar, every day for thirty days.

Use a notebook or a diary and make a note of how you feel every day.

Do you feel that you have more energy? Do you feel fitter? How is your digestion? Do you have diabe-





tes so that you have to take readings every day? What's happening to your blood levels?

We're interested in your results. At the end of the thirty days, send me an email at info@net-taredicarrube.it to let me know how the month went, tell me if you have felt real physical improvements, and – why not? – also if your mood improved. Carry on reading, and you'll understand why Amèle could give you striking improvements. It isn't magic, just science.

AMÈLE IS YOUR SOURCE OF NATURAL WELL-BEING

Amèle can't be defined as just a simple carob extract – it's CAROB NECTAR par excellence.

Amèle is produced by extracting the nutritious parts from the flesh of the carob pods using an innovative technological process based on ultrasound.

Amèle is produced using only carob flesh and water, with no added sugars.

This new technology makes it possible to extract a huge amount of healthy substances, and – most importantly – it also means that all the sensory properties of this marvellous fruit remain intact.

Why is that? It's actually quite simple and due to an extraction process carried out at low temperatures and without using any chemicals whatsoever.

So this is why we like to say that Amèle is more than a superfood – it's the only ultrafood currently on the market.

AMÈLE'S PROPERTIES

Carob nectar contains high levels of fundamental micro-nutrients.

Polyphenols

Around 5% of carob nectar consists of polyphenols (50 g per kilo!), powerful anti-oxidants and anti-inflammatories that are known to contrast the activity of free radicals and so to reduce the risk of degenerative diseases. These include gallic acid, caffeic acid, p-coumaric acid, ferulic acid, myricitrin and quercitrin, to mention just a few.

Copper

Carobs are a good source of copper, involved in various cell reactions and fundamental for the health of your bones.

Zinc

This element helps your immune system to function correctly.

Vitamins B2, B6 and B3

Carob nectar is rich in the B-group vitamins that are fundamental for your metabolism and the correct functioning of your energy processes.

Fibre

Carob nectar has a high fibre content, around 5% of its weight, which means that it increases your feeling of being full when you eat.

Prebiotics

Carob nectar is strongly prebiotic, meaning that it encourages the growth of the probiotic bacteria in your intestine (especially the B. lactis BB12 strain) that strengthen it against harmful bacteria like E. coli, Listeria, Salmonella, etc.

Finally, carob nectar can act as a natural antibiotic against bacteria that cause diseases.

By taking Amèle every day you'll be able to try for yourself the benefits of a carob nectar with unique properties.

With just one teaspoonful of Amèle a day, you'll

- receive your daily requirement of anti-oxidants and anti-inflammatories, protecting you against the aging caused by free radicals
- improve the level of cholesterol in your blood, especially of the "bad" cholesterol (LDL) held responsible for the plaque that causes atherosclerosis (hardening of the arteries)
- increase glucose absorption by your muscles, which reduces the production of insulin

- encourage the growth of probiotic bacteria in the intestine, strengthening it against harmful bacteria

BUT THERE'S MORE - LET'S THINK ABOUT THE LOCAL TERRITORY

Amèle is not only valuable because of its effects on your well-being. In fact, it's also fundamental for the conservation of our local territory.

Carob is a large tree that once belonged to the dense forests covering the Mediterranean coastal areas during the time of the Phoenicians, alongside wild olive, terebinth and lentisk.

Although not much remains of these vast forests nowadays, carob was able to find a good habitat in Puglia despite the high temperatures and scarcity of water.

This is why carob trees offer a possibility of redevelopment in the areas affected and threatened by the spread of Xylella.

In fact, valorisation of this ancient plant can produce an agricultural crop that is more resistant to attacks from external agents and can be used in products with a high nutraceutical value, like Amèle.

AMELE SUPPORTS THE CE.SI.R.A. PROJECT

The CE.SI.R.A. Project is just the start of the interesting project aimed at valorisation of Puglia's biodiversity in relation to carob.

The scientific and technical research carried out by the partners in the project, led by Azienda Agricola Olère, has created an important starting point in the creation of value based on carob. The study of this ancient plant has laid the foundations for the creation of a local all-Puglian production system that will make it possible to provide agriculture with a new source of income.

All of this has been made possible by constant communication between public and private sectors, between researchers (Bari Polytechnic, represented by Professor Amirante, the University of Bari represented by Professor Clodoveo, Professor Nigro and Dr Crupi, and the CNR-ISPA with Dr Di Venere) and the growers in the areas of Ostuni, Cisternino, Fasano and Monopoli (Az. Agr. F.lli Barnaba, Az. Agr. Biologica D'Amico Vitamaria, OP Acliterra Brindisi, Az. Agr. Olère) and with the Coastal Dunes Regional Nature Park (Parco Natu-

rale Regionale delle Dune Costiere), all the time paying attention to good practices in environmental protection and valorisation.

The CE.SI.R.A. Project did a lot of preliminary work: census, fertilisation, grafts, harvesting. This meant that it could then move on to engineering, with the design and construction of the first prototype using ultrasound technology for industrial extraction of nutraceutical components from carob. This technology makes the production of concentrates fifty times faster! Industrial extraction using the ultrasound prototype designed by Bari Polytechnic is able to break down the cells very quickly at ambient temperature to extract the useful and beneficial substances they contain.

The University of Bari and CNR-ISPA analysed and identified many of the substances contained in the carob extract, and some of their possible uses were tested in various sectors: as nutraceuticals and probiotics, as pharmacological components, and as biocides against organisms harmful to humans and agricultural crops.

The Project also offers important ideas and tools for the regeneration of agricultural landscapes in

Puglia during the time of Xylella and in years of great climate changes. These include the creation of a digital system to carry out a census of the carobs on the farms involved, the study and optimisation of agricultural practices on existent trees, the study of new plantations, and the urgent need to create a production system providing a large number of trees already grafted and certified, which does not yet exist.

Our Carob Nectar (Nettare di Carrube) is actually obtained from the flesh of the carob seed-pod, extracted using ultrasound, a technology that maintains the sensory properties of the plant intact.

When you buy Amèle, not only will you improve your well-being but you'll also be supporting a project that has the health and biodiversity at heart.

ABOUT US

Amèle, Carob Nectar (Nettare di Carrube) is produced by Masseria Olère, a farm located at Ostuni, in the heart of the Puglian countryside. Azienda Agricola Olère dates back to 2013 when architects Carmela and Leonardo fell in love with the world's oldest historic agrarian landscape: the Ancient

Olive-Tree Plain (Piana degli Olivi Secolari), which stretches from Carovigno to Monopoli. Our 13 hectares of olive groves in the Ostuni area contain 2,000 olive trees, 350 of which are ancient, and they've given us another wonderful surprise: we found that we had 60 ancient carob trees as well. Making use of the best skills and knowhow, we then started producing two organic extra virgin olive oils: OLUI, using only Ogliarola olives, and OLEI, using only Coratina olives.

Just after we bought the olive groves the Xylella bacteria began destroying the olive groves in the Salento. Because we are in the Upper Salento, we were also in danger, and while we tried to understand how to save our olive trees, we began to ask ourselves why it was that carobs were not being processed in Puglia. So we began to study the carob plant, and we went to Sicily because it's the only Italian region that knows what to do with carobs.

We had a lot of meetings with farms and official bodies to find out how to take it further and promote carob processing in Puglia, and our interest in this ancient fruit grew as we found out about its special properties that various scientific studies had revealed, and also,

unfortunately, as the possibility grew that our own olive trees could be destroyed by Xylella. But we wanted to make plans for the future, and the carob plant offered a good opportunity for us to diversify our products, which is why we became promoters and Lead Farm for the CE.SI.R.A Project.



After studying how to start processing carobs, in March 2020 Azienda Agricola Olère finally began to produce its own certified organic and gluten-free carob flour, and in June 2020 we began to promote "Foglie di carrube" (Carob Leaves) pasta in co-marketing with Azienda Cardone of Fasano. We've also started sending our flour to some flour mills in the region, and some bakers have started making bread, friselle and taralli with carob flour. Given that carob has no need for fertilizers or pesticides (because it's resistant and has very few natural enemies), it grows naturally and "organically" without any kind of treatment. This is the background to the ambitious process of valorising carob, one of the most typical fruits of Puglia's countryside.



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NETTARE DI CARRUBE - GLUTEN FREE

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