



# 2020 Catalogue

**sorze**<sub>4</sub>  
*a taste of sun*

Made to be loved by you!



the  
**amazon  
secret**

Enjoy the  
Wonders of the  
Amazonian  
Rainforest

WILD, NATURAL FLAVORS.  
FUNCTIONAL, PREBIOTIC  
AND SUGAR FREE PRODUCTS!



**NATURAL COLORS  
VITAMINS & MINERALS**

The products contain juice  
from the fruits that named them!



**NO ADDED SUGAR  
NATURAL SWEETENER**

JustSweet is what we use to  
sweeten all our products.



**PREBIOTIC FIBERS  
IMPROVES GUT HEALTH**

Stimulates the growth of  
healthy bacteria in the gut.



**FROM AWARD WINNING BOTTLES TO SACHETS**

## The Environmentally Smarter Choice

At first, we did like everyone else. We distributed and sold our functional beverages in plastic bottles and like all others, we sold our drinks in aluminum cans. We realized it's not the most environmentally friendly ways to do this, and it may not be what you the consumer want.

**THE SMARTER CHOICE**

## A smarter solution for modern people! Say no to plastic bottles!

DO NATURE AND YOURSELF A FAVOR. IF YOU BUY BEVERAGES IN BOTTLES, 10 LITERS WILL WEIGH MORE THAN 10 KG. OUR INSTANT AMAZON SECRET WILL ONLY WEIGH 120 GRAMS AND IT HAS A MUCH LONGER SHELF LIFE.





LIGHT WEIGHT & EASY TO PREPARE. A CONVENTIENT CONCEPT

## Made with Superfruits from the Amazonian Rainforest

The Amazon Secret® is available in 5 flavors; Guaraná, Cupuaçu & Lime, Acerola & Orange, Pineapple & Passion fruit, and the famous Açaí berry! All sugar free sweetened with Claudia Münch® JustSweet™.

Sold 6 times more than the market-leading energy drink (Austrian) when launched in bottles, in Norwegian 7-Eleven stores.

The Amazon Secret is Norway's "largest audience" beverage brand on social media with more than 200 000 followers.



**FREE FROM NON-GMO  
AS NATURE DID IT**

No genetically modified ingredients. A "free from" product.



**FREE FROM GLUTEN  
DIABETES & CELIAC SAFE**

For those who are sensitive to gluten. A "free from" product.



**LOW-CARB  
SUITABLE FOR WEIGHT-LOSS**

One glass, one kcal. A perfect drink when dieting.



AVAILABLE IN DOY-PAK AND ONE-SERVING SACHETS

## Made with Superfruits from the Amazonian Rainforest

- ✓ 120 g pouch\* for 10 L of beverage.
- ✓ 3 g single serve stick\*\* for 200-250 ml, in a box with 28 sticks
- ✓ 1000 g pouch for vending machines
- ✓ 5-25 kg cardboard box - bulk (Licensed production)

\* Guaraná is packed in 100 g pouch for 10 L

\*\*Guarana sachets have 2g for 200-250 ml.

IT'S FUNCTIONAL

## A natural prebiotic sweetener makes it better for you!

REGULAR FRUIT JUICES ARE NOT CONSIDERED VERY HEALTHY, SINCE THEY DON'T HAVE DIETARY FIBER AND VITAMINS USUALLY DISAPPEAR DURING PASTEURIZATION. THE AMAZON SECRET® IS MADE WITH PREBIOTIC DIETARY FIBER (JUSTSWEET™).







*Claudia Winch*<sup>®</sup>



**99%**  
LOWER IN CALORIES

A NATURAL PREBIOTIC SWEETENER | IT'S GOOD FOR YOU!

**IT TASTE LIKE SUGAR, BUT IT'S NOT!**  
LOW-CARB | LOW-CALORIE | ALL NATURAL | NO POLYOLS | VEGAN CERTIFIED

Claudia Münch®



# JustSweet™

A low-calorie, probiotic, 100% natural, and vegan certified sugar substitute you can use for anything where you normally use sugar.

It is natural and therefore, unlike most artificial sweeteners, a bio-degradable product. The dietary fibers used in this product is positive for the gut microbiota. 1 g per day for 4 weeks will give 6 times more of the good gut bacteria.



DOY-PAK, SACHETS, PILL DISPENSER

## Two Great Sugar Replacements

- ✓ The JustSweet Original (left) is suitable for anything you use sugar for, but;
- ✓ The Premium JustSweet is what we prefer to use when sweetening Coffee and Chocolate.

JustSweet is acid- and heat resistant and can be used for baking and sweetening of jams and fruit juices. Note that the sweetener is synergistic, so the sweetness may increase over the first 24-hours.

FOR CONSUMERS AND FOOD PRODUCERS

## Flexible on packaging

- ✓ Original in 100 g and Premium in 60 g pouches (Doy-Pak with zip-lock).
- ✓ Premium in a display box containing 50 pcs single serve sachets.
- ✓ 120 pcs x 6 g Premium in a pill dispenser (no added polyols or lactose).
- ✓ 1000 g pouch with zip-lock for restaurants.
- ✓ 5-25 kg cardboard box – bulk for food industry.



JustSweet INSIDE is a trademark used by sorze4 AS and other food producers sweetening their products with JustSweet



V-Label license, Category: Vegan, License number: EU-P282001.

NOTE: Eurofins analysis is available for this product(s).

Claudia Münch® is a registered Trademark #305848 (Norway) – Property of sorze4 AS, Norway.





— A GREAT NEW EXPERIENCE

# Sweet Dreams are made of this

Fruity'n Sweet is prebiotic with a low-calorie natural sweetener and taste as if it is with sugar, but it's not!



## We **Created** the best Drinking Experience for you and **Your Family**



### DOY-PAK AND SACHETS

## Exotic and Traditional

Fruity'n Sweet is a line of prebiotic sugar free beverages. Some would say healthier than regular fruit juices. Fruity'n Sweet have no added sugar, and have what most other beverages don't have; prebiotic dietary fiber and only 1 kcal per 100 ml.

- ✓ Doy-Pak 120 g for 10-12 liter of beverage.
- ✓ 28 single serve packs in a display box.

In the Fruity'n Sweet line there are many delicious, both traditional and exotic flavors. Information about available flavors is available on [www.fruitynsweet.com](http://www.fruitynsweet.com)

"JustSweet INSIDE" is a trademark used by sorze4 AS and other food producers sweetening their products with Claudia Münch® JustSweet. A natural low-calorie prebiotic sweetener. Claudia Münch® is a registered Trademark #305848 (Norway) – Property of sorze4 AS, Norway.



EXOTIC AND TRADITIONAL FLAVORS IS WHAT WE OFFER

## Which one is your favorite?

In the Fruity'n Sweet beverage line we have many popular, but also "new", unknown flavors. What they all have in common is that they are free from added sugar, are with prebiotic dietary fiber and have only 1 kcal per 100 ml.

- ✓ Orange - Almost as you know it, but with no sugar and lots of healthy dietary fiber.
- ✓ Lime - If you buy Limes in the supermarket, to make a juice, you will see that this is cost efficient and less work.
- ✓ Yerba Mate - also called; Chá Mate. A toasted version flavored with Lime, Peach or Apple!
- ✓ Apple - The problem with regular apple juice, is that it tastes great, and is full of sugar.
- ✓ Sea Buckthorn - Exotic on the American continent but grows wild in North Europe and Asia.
- ✓ Black Tea with Ginger & Mango - Sweet and interesting...
- ✓ Mango - A popular juice, but in many countries, maybe expensive.
- ✓ Abacaxi - A sweet Pineapple from Brazil
- ✓ Pitanga - Some say it may clear accumulation of excess fat in the body and flatten the tummy.
- ✓ Jaboticaba - Contains many ingredients that are considered beneficial for the body.

For more information about the Fruity'n Sweet flavors; visit our web-site; [www.fruitynsweet.com](http://www.fruitynsweet.com)

# It tastes like **Sugar**, but it's not! A Natural Prebiotic **Sweetener**



#### NATURAL COLORS VITAMINS & MINERALS

The products contain juice from the fruits that named them.



#### NO ADDED SUGAR NATURAL SWEETENER

JustSweet is what we use to sweeten all our products.



#### PREBIOTIC FIBERS IMPROVES GUT HEALTH

Stimulates the growth of healthy bacteria in the gut.



#### FREE FROM NON-GMO AS NATURE DID IT

No genetically modified ingredients. A "free from" product.



#### FREE FROM GLUTEN DIABETES & CELIAC SAFE

For those who are sensitive to gluten. A "free from" product.



#### LOW-CARB SUITABLE FOR WEIGHT-LOSS

One glass, one kcal. A perfect drink when dieting.

## The New Generation Good for You Products



# fairy dust

Flavoring & sweetening



CREATIVITY

TAKES

courage





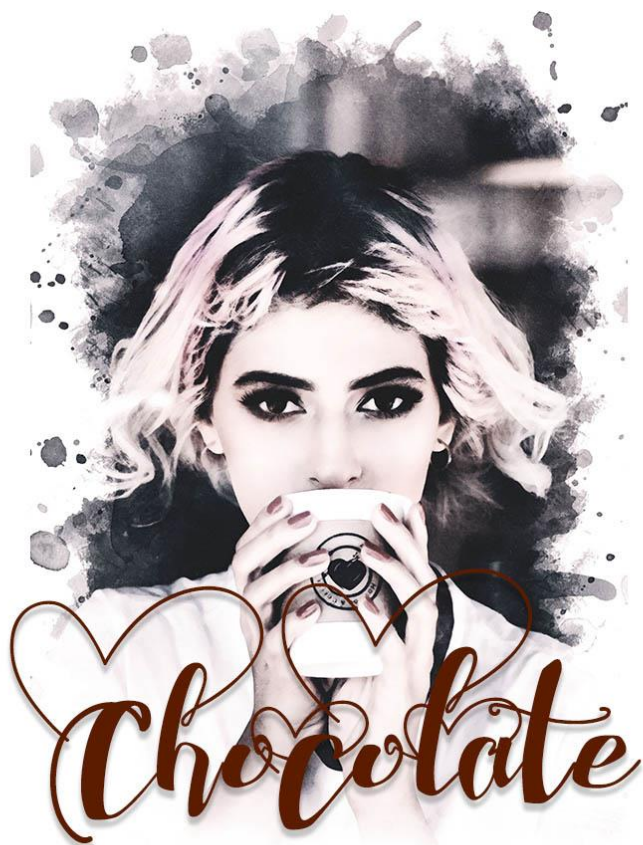
INSTANT SYRUP FOR COFFEES, MILK & SMOOTHIES...

## Creativity takes courage

Same, or better taste than you may already have in flavored syrup bottles. Our instant syrups are sugar free and more environmental friendly, now that we have eliminated the plastic bottle and the cap. And we have reduced the weight with 90%

- ✓ Sold in a display box containing 50 sachets with all the flavors you love! See [www.sorze4.com](http://www.sorze4.com) for more information.





## SUGAR-FREE CHOCOLATE DRINK

*Claudia Münch*<sup>®</sup>

WITH ANY TYPE OF MILK OR WATER, IT'S A...

## Prebiotic Sugar-Free Chocolate drink

Claudia Münch's delicious chocolate mix with high cocoa content and of course without sugar and artificial sweetening, and there are no polyols (sugar alcohols).

Can be mixed with all types of milk. Plant-based milk (Vegan) will also work well with this great chocolate mix.

- ✓ 120g Doy-Pak with zip-lock.
- ✓ For 40 servings of 100 ml.
- ✓ Only 46 kcal/100 ml if used in milk.



**vegan**  
only when you want it



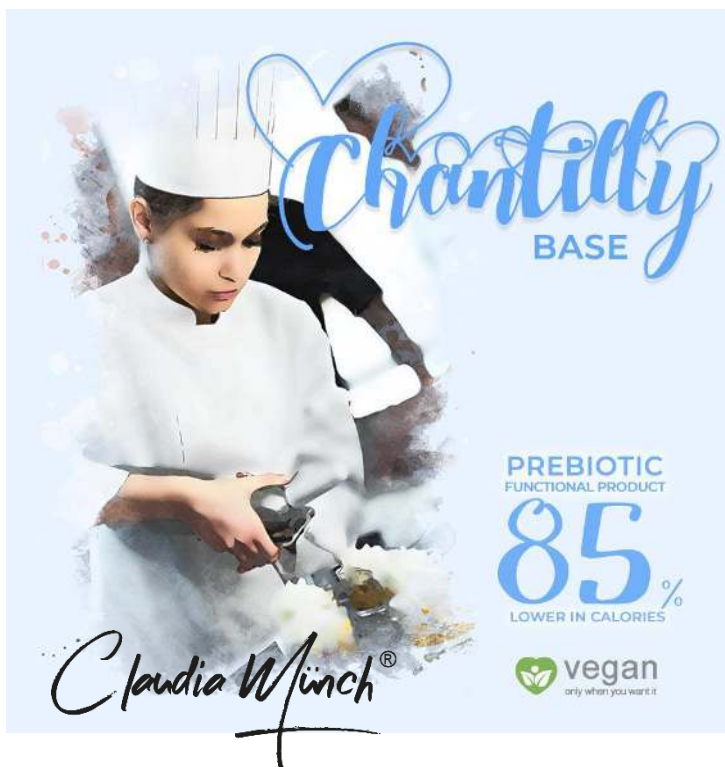
**FREE FROM NON-GMO**  
AS NATURE MADE IT



**FREE FROM GLUTEN**  
SAFE IF YOU ARE SENSITIVE



**PREBIOTIC FIBERS**  
IMPROVES GUT HEALTH



PREBIOTIC  
FUNCTIONAL PRODUCT

**85%**  
LOWER IN CALORIES

**vegan**  
only when you want it

WITH ANY TYPE OF MILK, IT'S A...

## Prebiotic Sugar-Free Chantilly base

Can be mixed with all types of milk. Plant-based milk (Vegan) also works well with this Chantilly base. Natural sweetener; JustSweet inside.

Can be mixed with any type of milk. Plant-based milk (Vegan) will also work well with this great Chantilly base.

- ✓ 75 g Doy-Pak with zip-lock.
- ✓ For 1 liter of Chantilly Cream.
- ✓ Works with any type of milk.
- ✓ Only 46 kcal/100 ml (skimmed milk).



**vegan**  
only when you want it





**FREE FROM NON-GMO**  
AS NATURE MADE IT



**FREE FROM GLUTEN**  
SAFE IF YOU ARE SENSITIVE



**REDUCED SODIUM**  
IT'S BETTER FOR YOU



ANOTHER "BETTER FOR YOU" PRODUCT...

## Gluten Free Soy Sauce

### 37% Lower in Sodium

When lowering the Sodium, we did not replace it with Sugar, as many do. We replaced it with more soy. 1 g makes 4,5g of soy sauce when mixed with water, but if you want to spice up your foods, you can use it as it is. As powder.

Developed from a traditional recipe for an Asian restaurant chain that wanted a better solution for warehousing and logistics and a better shelf life.

- ✓ Available in 120g Doy-Pak with zip-lock (540 g soy liquid sauce).
- ✓ Available in display box with 50 x 1 g sachets (225 g liquid sauce).
- ✓ Contains more soy, less sodium, more flavor.



# We are Norway's Largest Vendor of Instant Coffees

FROM THE WORLD'S LARGEST PRODUCTION PLANT FOR INSTANT COFFEE...

## It's 100% Brazilian – It's a Claudia Munch® Brasileiro

### The type, the flavor and the packaging you want...

For consumer packaging, or in bulk packaging, we're said to have the most competitive price, quality considered. We supply one of Norway's largest food producers who make RTD iced coffees, selling close to 20 units per each Norwegian in a year, holding a 90% market share in competition with companies such as Nescafé®, Illy®, Starbucks® and Mønster® and local producers\*.

We have sold our coffees, not only in Norway, but also to other countries such as; Sweden, Greece, Turkey, Switzerland, Saudi-Arabia, Spain and others.

For one of the World's largest Coffee companies we do the popular 3-in-1, a non-dairy product with cream, sugar and sweetener (Claudia Munch JustSweet Premium).

- ✓ From 100% Arabica to 100% Robusta (Connilon). The blend you prefer, at a price you will love.
- ✓ Freeze dried, agglomerated or spray dried.
- ✓ Display box with single serve sticks. 100% coffee or 3-in-1 coffee drinks.
- ✓ 100 g Doy-Pak with zip-lock.
- ✓ 50g and 100g Tins.
- ✓ 50 g, 100 g and 200 g glass jars.

\*Some of the mentioned brands are no longer available in the Norwegian market, due to low sales.

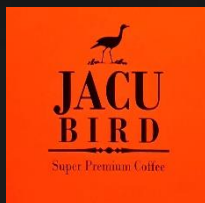




# Norway's Largest Vendor of Green Coffee Beans

ONLY AVAILABLE IN ASIA, EUROPE AND NORTH AMERICA

## Specializing in Brazilian and Colombian Coffees



### Specialty and Commodity Coffees

From the most exclusive you can find in the coffee world, to the more ordinary, but what we sell most of is specialty coffee with a score (SCA) of 82 to 86. From Jacu Bird and Gesha, to the type of coffee that is preferred for volume sales. Coffee for everything from Michelin restaurants, coffee shops and supermarkets.

We also specialize in smaller coffee bags, for health reasons, and because it is required by law (in Norway) that workers should not lift more than 25 kg. We are not quite there, because our customers want no less than 30 kg of coffee bags.

- ✓ Brazilian coffee beans are sold in 30 and 60 kg jute bags.
- ✓ Colombian coffee beans are sold in 35 and 70 kg jute bags.
- ✓ High end coffees, Jacu Bird and Gesha are sold in smaller packaging.



**SORZE4**  
CAFÉS  
ESPECIAIS  
DO BRASIL



**SORZE4**  
COLOMBIAN  
SPECIALTY  
COFFEE

**SOUL BRASIL**  
*cuisine*

Only Available from sorze4 in Scandinavia

# Brazilian Vinegars, Peppers and Jams



**Açaí Vinegar**  
Condiment - ORGANIC  
Net Weight: 250 ml



**Acerola Vinegar**  
Condiment - ORGANIC  
Net Weight: 250 ml



**Guava Vinegar**  
Condiment - ORGANIC  
Net Weight: 250 ml



**Ubá Mango Vinegar**  
Condiment - ORGANIC  
Net Weight: 250 ml







### Açaí fruit and Cachaça ORGANIC Jam

The exotic taste of the açai fruit blended with the cachaça freshness creates a surprising and delicious jam.  
**Net Weight: 200 ml**



### Acerola and Guarana ORGANIC Jam

The acerola sour and the guarana energy join forces in this product full of taste and vitality!  
**Net Weight: 200 ml**



### Guava and Cumari Chili ORGANIC Jam

The Cumari do Pará chili pepper provides a touch of spice to the sweetness of the guava jam!  
**Net Weight: 200 ml**



### Ubá Mango og Fava Tonka ORGANIC Jam

The intense body of the mango matches perfectly with the delicate aroma of the fava tonka.  
**Net Weight: 200 ml**



### Jiquitaia Baniwa Pepper and Açai Hot Sauce - ORGANIC

This pepper is cultivated by women of the Baniwa tribe, in Amazon.  
**Contains: 50 ml**



### Murupi Pepper and Acerola Hot Sauce - ORGANIC

Very spicy and popular chili pepper from the Amazonia region  
**Contains: 50 ml**



### Bode Pepper and Guava Hot Sauce - ORGANIC

The sweetheart of the Brazilian Central West culinary.  
**Contains: 50 ml**



### Fidalga Pepper and Ubá Mango Hot Sauce - ORGANIC

The chilli pepper and the mango provide a delicious tropical and spicy mix.  
**Contains: 50 ml**



**FREE FROM NON-GMO**  
AS NATURE MADE IT



**FREE FROM GLUTEN**  
SAFE IF YOU ARE SENSITIVE



**VEGAN**  
IF YOU WANT VEGAN FOOD



**HEALTHY  
BODY**



**PALEO  
DUDE**



**LOW CARB  
LIFESTYLE**



**CELIAC  
FRIENDLY**



**VEGAN  
BROTHER**



**RAW  
DIET**



IN THE INDIGENOUS LANGUAGE TUPI: MANI = CASSAVA, TAPI = BREAD AND OCA = HOUSE.

## A Part of the Brazilian Kitchen.

Tapioca (GLUTENFREE) "pancakes" were first made by Brazilian indigenous people a long time ago... Probably more than 1000 years ago.

It did not take long before the Portuguese discovered this delicacy when they colonized the country in the 16th century, which today is called Brazil. Tapioca was adopted as a fraternity replacement and today tapioca is part of the Brazilian cuisine.

Mani Tapioca®, 100% hydrolyzed cassava starch is original and tasty. It has no added preservatives, or stabilizers. The product is completely natural! A great alternative for those who want a gluten-free, lactose-free and salt-free balanced diet.

✓ 500 g Doy-Pak



**FREE FROM NON-GMO  
AS NATURE MADE IT**



**FREE FROM GLUTEN  
SAFE IF YOU ARE SENSITIVE**



**VEGAN  
IF YOU WANT VEGAN FOOD**





NON-STICK WITH HIGH SMOKE POINT COOKING OIL

## Clearly Canola

Enjoy the quality and taste of Clearly Canola cooking spray while roasting, baking, and grilling. Completely without butter, margarine, cooking oil and fat.

With Clearly Canola you avoid the food getting stuck in the frying pan.



CANADIAN AND MINNESOTA WILD RICE

## Grey Owl - Wild Rice

Wild rice is a sought-after delicacy used for soups, meats, fish and birds. The rice was a nutritious dietary supplement for the natives of North America, in the areas around what is called the "Great Lakes". The product is purchased from "Indians", the natives of this region and it is harvested by them, preferably when paddling canoes on the Great Lakes.



LOOKS LIKE BELGIAN WAFFLES, BUT IT'S NOT...

## American Waffle mix

We claim that this is the world's best waffle mix. With malt and vanilla. A delicious scent, and a unique taste.

This product is sold exclusively to HORECA customers. Unfortunately, we currently have no consumer packaging, but if there is a demand it is possible.

MILLENNIALS COMPARE PRICES IN STORES AND THEY WANT

## Maximum Convenience

Millennials' affinity for technology is reshaping the retail space. With product information, reviews and price comparisons at their fingertips, Millennials are turning to brands that can offer maximum convenience at the lowest cost. **57% OF MILLENNIALS COMPARE PRICES IN STORE\***

Our instant products offer a maximum convenience at the lowest cost when it comes to beverages and other. Low weight and volume. Easy to take home!

\* Source: AIMIA Inc. "Born this Way: US Millennial Loyalty Survey"



# Vitalinti Super foods

Super food taken to the next level. This means that the products have not been altered or processed. They are in their natural form so that the natural properties of the products and all the nutrients they contain are preserved.



## CEREALS FROM THE ANDES MOUNTAINS IN PERU

### Breakfast or a fast Lunch

A very easy way to make a fast breakfast, or lunch. A cereal product that comes in several flavors. Just add hot water or hot milk to make a oatmeal porridge. A spoon is included in the box.

- ✓ Wild berries - Blueberries, Physalis, Cranberries and Acai.
- ✓ Energy boost- Maca and Chia.
- ✓ Chocoberry - Cocoa and cranberries.
- ✓ Mocaccino - Cocoa, Coffee and cranberries.

A box contains 55 g of natural ingredients.



## TRADITIONAL FOOD FROM THE ANDES MOUNTAINS IN PERU

### As part of the dinner plate

These products have the same taste, culture and Peruvian passion that was harvested at the time of the Incas. Just as this food was unique in its time, this is a delicious quinoa meal that is ready to be eaten in a way that even the Incas would travel in time to get a taste of.

- ✓ Quinoa with Olive
- ✓ Quinoa with Rice
- ✓ Quinoa with Curry
- ✓ Quinoa Veggie

A box contains 250 g of natural ingredients.



Control Union  
Fair Choice  
Social and Fair  
Trade Standard



#### A DEFINITION

## What is Natural?

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“Natural” indicates that a product is healthier and safer, but it’s not only about what is in the product. It is first about what is NOT in the product!

Claudia Münch® JustSweet™ was made as a natural sweetener for sorze4’s functional beverage; “The Amazon Secret”, Today Norway’s largest beverage brand in social media channels, and in the top 30 list for the most popular Norwegian brands on Facebook® - The Amazon Secret was launched in 7-Eleven in Norway.

Our products were made to be loved by you!

*Claudia Münch®*

Master of Science, Nutrition, Obesity and Eating Disorders

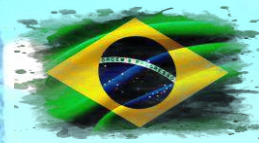
# Contact us

CONTACT@SORZE4.COM - WWW.SORZE4.COM

Newco  
FUNCTIONAL PRODUCTS



**sorze4 AS (Inc.) - Head  
quarters**  
Jarleveien 8A  
7041 Trondheim  
Norway  
Telephone: +47 72 55 66 00  
Whatsapp: +4799454313



**Brazil (sorze4 offices)**  
Email: [contact@sorze4.com](mailto:contact@sorze4.com)

**Production Varginha:**  
Newco Functional Products  
Av. Otto Salgado, 950  
Varginha-MG CEP 37066-440  
Telephone: +55 35 3214-9182  
Whatsapp: +55 35 98823-2139

**Director of sales Brazil:**  
Mr. Mario Melendez  
Goiania, Goias  
Telephone: +55 62 9989-8202  
Email: [mario@sorze4.com](mailto:mario@sorze4.com)

**Sorze4 Rio de Janeiro:**  
Telephone: +55 21 4042-6310  
Email: [claudia@sorze4.com](mailto:claudia@sorze4.com)

**Balkan Peninsula (Master distributor)**  
Universal Commerce Ljubljana, d.o.o.  
Novo Polje c. IV/1  
1260 Ljubljana, Slovenia  
Telephone: +386 1 529 20 60  
Whatsapp: +386 41 610 863



**USA (Sales office)**  
Trans Continental Products  
Minneapolis, Minnesota 55391, USA  
Telephone: +1-952-476-8110

