



PURO
INNOVATIONS

PRODUCT CATALOGUE for ANUGA® 2023 EXHIBITION COLOGNE

Virtue Value Exports Ceylon (Pvt) Ltd
@ Anuga '23 **Fine Food Section**
Hall # 7.1/ Stand D-049A



Virtue Value Exports Ceylon (Pvt) Ltd., - Sri Lanka.





Virtue Value Exports Ceylon (Pvt) Ltd., Colombo - Sri Lanka.

The company was incorporated in 2023 with the sole aim of exporting healthy Sri Lankan products to the world. A key objective is to focus on developing innovative products that can offer healthy alternatives to traditional products.

Our products are marketed under the PURO brand which is striving to create an image of Purity and Sincerity in our portfolio. The company slogan is simply offering “Healthy Innovations” to our global clients.

The crops and ingredients are sourced from a selected group of farmers & vendors who provide employment within the community and practice sustainable farming methods without any damage to the environment. Routine inspections are carried out by our quality control team to ensure product consistency and compliance to hygiene standards.

Contact details:

Virtue Value Exports Ceylon (Pvt) Ltd.,

Colombo - Sri Lanka. Tel: +94 777 590 844

E-mail: sales@puro.lk **www.puro.lk**



Pure Sri Lankan
Product

CINNAMON PRODUCTS

Cinnamon is a spice which has been used for centuries for many purposes as an additive for food; for medicinal purposes; for aromatherapy and as a preservative. Ceylon Cinnamon (*Cinnamomum Verum*), also known as True Cinnamon, is acclaimed to be the most popular type of Cinnamon in the world.

The health benefits of Cinnamon are universally accepted, from being an excellent antioxidant to lowering blood pressure and reducing cholesterol levels, Cinnamon is a super spice to be included in our daily diet. Other health benefits are; reducing inflammation, reducing insulin resistance, prevention of bacterial & fungal infections and reduces the risk of heart disease. Sri Lanka is blessed with many Cinnamon plantations across the Island.



Puro[®] Bark Oil

Our bark oil is produced through a steam distillation process using cinnamon bark pieces and bark chips. Quality has to be maintained by avoiding cinnamon leaves in the process. We offer three grades of bark oil that vary in the Cinnamaldehyde (C₉H₈O) content which determines the quality and price demanded. Higher the Cinnamaldehyde content, higher the standard of quality.

Ingredients:

Pure Cinnamon Bark pieces and chips.

Shelf Life: Two (2) Years.

Product Analysis - Supreme Grade

Test/Unit	Result
Cinnamin aldehyde	71.50%
Eugenol	2.60%
Cinnamic acetate	1.40%

Product Packaging Sizes	Volume
Dark Glass Bottle	25ml
Dark Glass Bottle	100ml
Dark Glass Bottle	1000ml



Puro® Cinnamon Quills

We offer grades such as Alba; C5 Special; C5 and C4 in maximum 12" quill sizes.



Puro® Cinnamon Powder

Our Cinnamon powder is carefully selected according to the preferred grades of the client.

Cinnamon Quills & Cinnamon Powder Nutrition Data

NUTRITION FACTS

Amount	per 100g
Energy (K. Calories)	247
Protein	4g
Total Fat	1g
Trans fat	0.0g
Cholesterol	0mg
Carbohydrate	81g
Total Sugar	2g
Dietary Fibre	53.1g
Sodium	10mg
Iron	8mg
Calcium	1002mg
Magnesium	60mg

Cinnamon Quills & Cinnamon Powder Product Packaging

Product Packaging Sizes	Weight
Kraft Paper bags	50g
Kraft Paper bags	100g
Kraft Paper bags	500g
Kraft Paper bags	1000g

**Packing can be customized*

Ingredients:

Pure Cinnamon Bark, Chips and Cut Pieces.

Shelf Life: Two (2) Years.



Puro[®] Cinnamon Drink

We have developed a refreshing Cinnamon drink that has zero fat, no additives or preservatives added. Only three ingredients are added to pure water; Cinnamon, Kithul syrup (Caryota Urens) & Lemon zest. Our aim was to develop an All-Natural drink that health-conscious people can enjoy.

Nutrition Facts

Per serving of	200ml
Protein	1.5g
Fat	0
Total Sugar	12g
Citric Acid	200mg
Soluble Fiber	1.5g

Recommended as a healthy thirst-quenching energy booster any time of the day to be served chilled, our new innovation is a healthy option.

Ingredients:

Pure Cinnamon, Pure Kithul Syrup, Lemon Zest.

Shelf Life:

One (1) Year (Refrigerate after opening)

Product Packaging Sizes

Product Packaging Sizes	Volume
Glass Bottle	200ml
Glass Bottle	500ml
Glass Bottle	1000ml



Puro® Cinnamon Leaf Oil

The essential oils from the Cinnamon leaf are used for perfume and aromatherapy applications, skin treatments, as an insect repellent and as a cleaning agent.

Our leaf oil is produced through a steam distillation process using handpicked cinnamon leaves carefully avoiding stems and bark pieces.

We can offer specific grades of leaf oil according to the client requirement which determines the quality and price demanded. Higher the Eugenol content, higher the standard of quality.

Product Analysis, A-Grade Oil

Test/Unit	Result
Eugenol	82.4%
Cinnamin aldehyde	1.40%
Specific gravity (at 28°C)	1.0420

Ingredients: Cleaned Cinnamon Leaves.

Shelf Life: Two (2) Years.

Product Packaging Sizes	Volume
Brown Glass Bottle	50ml
Brown Glass Bottle	200ml
Brown Glass Bottle	1000ml



Puro® Kithul Sweet Spread

Kithul (*Caryota Urens*) also known as Fishtail Palm or Jaggery Palm is not popular in many countries. This wonderful tree is a source for Kithul Syrup; Kithul Flour and Kithul Jaggery.

So far Kithul has not received its due place in the global market as a natural sweetener. Kithul has one of the lowest Glycemic Index values (35), even lower than Maple Syrup and Coconut Palm.

Our Kithul spread has an appealing taste which is due to the ideal combination of Kithul and Coconut. We are confident that this spread has the potential to contribute towards healthy eating habits across all ages. In keeping with our philosophy, we have not added any preservatives or additives; there is no Dairy and contains 100% natural ingredients.

Nutrition Facts

Amount	per 100g
Energy (K. Calories)	432
Protein	3.3g
Total Fat	21.1g
Trans Fat	Not Detected
Saturated Fat	20.1g
Cholesterol	Not Detected
Total Carbohydrate	57.1g
Total Sugars	49.3g
Potassium	410.0mg
Sodium	274.0mg
Iron	4.4mg
Calcium	49.8mg

Product Packaging Sizes	Volume
Glass Bottle	150
Glass Bottle	500
Glass Bottle	1000

Ingredients:

Pure Kithul Syrup, Pure Coconut Cream (24% fat).

Shelf Life: One (01) year (Store between 4 °C to 7°C temperature storage)

Note: Refrigerated product.



Puro[®] Kithul Syrup

Kithul (*Caryota urens*) syrup also plays an important and vital role in Sri Lankan cultural festivals as a food ingredient and a tasty accompaniment. So far Kithul has not received its due place in the global market as a natural sweetener. Kithul has one of the lowest Glycemic Index values (35), even lower than Maple Syrup and Coconut Palm.

The sap from the Kithul tree is collected and reduced to produce quality Kithul syrup. Our Kithul syrup does not contain any preservatives and most importantly, no sugar is added.

Kithul syrup can be used as a natural sweetener for many foods & drinks. In particular as a dessert topping; with cereals & bread; croissants & pastries; coffee & tea sweetener; energy bars; sweet cakes and many more sweet meats.

Nutrition Facts:

Serving Size,	100 grams (g)
Trans Fat	Not detected
Saturated Fat	Not detected
Cholesterol	Not detected
Carbohydrates	67g
Sugars	65g
Protein	1g
Vitamin A	15% of Daily Value
Vitamin C	22% of Daily Value

Product Packaging Sizes	Volume
Glass Bottle	250ml
Glass Bottle	500ml
Glass Bottle	1000ml

Ingredients:

Pure Kithul (*Caryota Urens*) sap.

Shelf Life: Two (2) years.