**Ingredient Name**

Miracle Fruit

**Ingredient Description (300 words max.)**

Miracle Fruit (Synsepalum dulcificum) is a berry born on a small shrub native to Ghana, Africa and the plant was first introduced in Miami, FL in 1917. This year marks 100 years in the United States. The fruit contains a unique glycoprotein called miraculin that binds to the taste receptors altering the natural flavors of food in such a way that undesirable flavors are masked and the desirable flavors are greatly enhanced. The effects of the miraculin have been shown to mask the overwhelming metallic taste food can get after chemotherapy that causes extreme nausea and can lead to patients developing an aversion to eating and unwanted weight loss. Doctors agree that chemo and radiation patients are able to enjoy a simple meal after using a Miracle Fruit, and this can help improve quality of life, reverse unwanted weight loss, boost nutrition, and help speed recovery. The effects are experienced by moving the pleasant tasting melting tablet made from the fruit over the tongue. The miraculin will bind to the taste receptors and the flavor masking and flavor enhancing effect can be experienced immediately. The unaltered flavors of food will be restored when the miraculin’s bond with the taste receptors is broken through the natural course of eating, drinking, or swallowing. The duration of the effect will vary by the individual and depends on how much is eaten or drunk, but for most it lasts about an hour. Ultimately what it boils down to is boosting nutrition though natural flavor enhancement that in turn results in an improvement in the quality of life.

**Claims, marketing and distribution**
Entry Form - Readers' Ingredient of the Year 2017 - Miracle Fruit

The Miracle Fruit can provide natural flavor enhancement and simultaneous flavor masking for numerous markets. The fruit or our brand new melting tablets have the remarkable ability to temporarily enhance, amplify, and even restore what we consider to be the desirable flavors of food while simultaneously masking what we consider to be bad or off putting flavors. For nearly a century it has been used for little more than the novelty of making lemons taste like lemonade with absolutely no sugar added. Attempts were made in the late 70's to incorporate miracle fruit into soft drinks as a means to achieve sweetness in a low calorie to no calorie cola, but the properties of the miraculin first require a bond to be made to the taste receptors before the flavor enhancing or sweetening effect can be experienced. Simply incorporating the miracle fruit into solution would not achieve the desired effect until enough of the protein was bound to the tongue. Thus attempts to commercialize this ingredient as a flavor enhancer were abandoned. That is until 1999 when I was made aware that the fruit could mask the metallic sensation chemo patients experience and help temporarily restore the natural flavors of food. This benefit was brought to my attention by a customer of our fruit tree nursery that coincidentally tried the fruit while undergoing chemo. I wrote a single line on our nursery's website and the proverbial snow ball began rolling downhill. Today we have farm dedicated entirely to the production, harvesting, product development, marketing, and sales of miracle fruit for the benefit of all those in need of natural flavor enhancement and flavor masking. Our marketing efforts include web based advertising in the form of social media, Google Ads, and a website. We also exhibit at the Supply Side West trade show. Our farm was recently featured on the front page of the Sunday, Christmas Day 2016 edition of the Miami Herald. That article was spontaneously and organically syndicated in over 65 papers nationwide including the Chicago Tribune, Sacramento Bee, Charlotte Observer, and Dayton Daily News. Product is distributed directly through us, the Miracle Fruit Farm, through a private label supplement company named OR Supplements, and through our local hospitals and most notably the Miami Cancer Institute.

Scientific backing

Included here are studies and reports that support the flavor enhancing and flavor masking effect as well as it's application to those experiencing taste altering side effects from chemotherapy.

Treatment of taste alterations in chemotherapy patients using the "miracle fruit": Preliminary analysis of a pilot study.

Pilot Study of "Miracle Fruit" to Improve Food Palatability for Patients Receiving Chemotherapy

RET RonasAL Olfaction as Affected by Miracle FRuit and Gymnema Sylvestre

The Miami Cancer Institute just complete a year long study using miracle fruit on chemo patients experiencing these taste alterations. Although it has not been published yet, Dr Beatriz Currier who performed the trial reported that 100% of her patients not only had improvement in taste but also an improvement in quality of life.

Application/delivery form

At present we have a melting tablet that delivers the benefit if the miracle fruit directly to the taste receptors by simply moving it over the tongue as it dissolves. By March we hope to stick packs available for both retail and wholesale sales.

The primary users would be those experiencing taste alterations from chemo and radiation, but others who have reported benefits include those that have had their taste altered by surgery, injury, medication, and just simply from growing old.

Define your success
Entry Form - Readers' Ingredient of the Year 2017 - Miracle Fruit

Since the development of world's first miracle fruit dietary supplement designed in cooperation with an oncologist we have had major success in introducing this novel product to a national market. Starting with direct sales through our website to the consumer, awareness of the product and it's benefits was very much a grassroots effort. Opportunities began to open up at our local Miami area hospitals as a result of the patients telling the doctors and nurses how this product had helped them. Those opportunities began as speaking engagements to hospital staff and executives which resulted in formal inclusion in several of our hospital's integrative medicine programs. The validation of the product by hospitals such as the Miami Cancer Institute, Baptist Health of South Florida, Nicklaus Children's Hospital, and Mount Sinai has provided us with the legitimacy needed to garner the attention of other cancer care hospitals around the nation. Most notable would be MD Anderson, Sloan Kettering, and Mass General. The Miracle Fruit Farm melting tablets and soon the stick packs will forever change the way patients are treated for taste alterations.

Company Name

Miracle Fruit Farm

Company URL

http://miraclefruitfarm.com