

INTRODUCING

Cranova™

Cranberry for Everyday Wellness

RFI brings whole food nutrition to everyday wellness with Cranova™, a daily wellness ingredient delivering benefits for women, men and health-conscious consumers across multiple life stages.

With a versatile portfolio of cranberry ingredients, Cranova™ helps brands explore formulation opportunities beyond traditional urinary health applications.

Grown & Processed in the US

From the bogs and facilities in the heart of US cranberry regions.

Whole-Fruit Options

Made from whole fruit, including whole pomace, skin, and seeds, rich in fiber, protein, and polyphenols.

Targeted Standardization

Choose from 1.5%, 4.0% and 7.2% total PACs.¹

50:1

Fresh-Fruit Input Ratio²

Selected Cranova™ whole-fruit powders use approximately 50 lb of fresh cranberries which produce 1 lb of finished powder.



The PAC Portfolio

Total PACs per 500 mg serving¹

PAC specification	Total PACs
1.5%	7.5 mg
4.0%	20 mg
7.2%	36 mg

One Berry. Multiple Ingredient Solutions.

01

Whole Cranberry Fruit Powders, standardized to PAC content

02

Cranberry fruit derived fiber and protein powder

03

Cranberry seed oil

04

Certified organic options

Supports a Healthy Urinary Tract*

Cranberry contains a complex matrix of PACs, anthocyanins, flavonols, phenolic acids, fiber and lipids.

Cranova™ gives formulators a portfolio of ingredients to explore benefits across four wellness categories.

Gut Health

Fiber, polyphenol and microbiome-oriented formulation concepts.*

Women's & Men's Health

Everyday urinary and men's health formulation concepts.*

Oral Care

Oral-microbiome and healthy-mouth formulations.*

Healthy Aging

Cardiovascular, cellular wellness and active lifestyle concepts.*



¹ PACs are total soluble + insoluble proanthocyanidins. Confirm the validated assay method and lot-specific specifications with RFI.

² The 50:1 ratio applies to selected powders with documented fresh-fruit input; it does not indicate nutritional or clinical equivalence.



Formulating with Cranova™

Powders • Capsules • Tablets • Stick Packs
Gummies • RTM & Functional Beverages
Topical and Personal Care Formulations

Clean-Label Capsule Option

Selected Cranova™ powders can be formulated as a 100% cranberry capsule fill, with no added fillers, lubricants or excipients, subject to finished-product manufacturing validation.

CRANOVA™ Quality

Genuine Cranberry Authenticity	Highly Pure	PAC Standardized Potency	
Batch-to-Batch Consistency	Fully Traceable	Functional & Efficacious*	

The RFI Advantage

From Field to Formula®

More than an ingredient supplier, RFI is a vertically integrated partner for supplements, functional foods and beverages. Our sourcing, processing, formulation and manufacturing capabilities help bring your cranberry concept to life.

Turnkey Partnership

RFI's applications team supports formulation, production and packaging, helping move your product from concept toward launch.

Whole Food Expertise

Thoughtful processing transforms perishable fruit into stable, formulation-ready ingredients.

Sustainability with Purpose

Cranova™ creates more value from the whole berry. By utilizing fruit, skin, seed, fiber, juice and oil fractions across our ingredient portfolio, we help reduce agricultural side streams and support a more circular economy. This approach extends the value of each harvest while supporting American cranberry growers and their communities.



Locations

Corporate
100 Dutch Hill Road
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Manufacturing
2100 W Midway Blvd
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*THESE STATEMENTS HAVE NOT BEEN EVALUATED BY THE FOOD AND DRUG ADMINISTRATION. THIS PRODUCT IS NOT INTENDED TO DIAGNOSE, TREAT, CURE, OR PREVENT ANY DISEASE.

rfiingredients.com

