

SELECT A CITY ▾

ALBANY
BUSINESS REVIEWLIMITED TIME OFFER
Subscribe NowWELCOME
Your Account ▾

≡ INDUSTRIES & TOPICS



NEWS

LISTS & AWARDS

PEOPLE & COMPANIES

EVENTS

MORE...

**FOR THE EXCLUSIVE USE OF TRIALTESTER2@ME.COM**

From the Albany Business Review:

<http://www.bizjournals.com/albany/blog/2013/10/not-quite-what-mom-meant-when-she.html>

Not quite what mom meant when she said, 'Eat your veggies'

Oct 22, 2013, 7:15am EDT

A business moving to New York's Capital Region wants to give you all the health benefits of fruits and vegetables, without having to actually eat them (finally!).

Fruitura, an Israeli start-up backed by private investors, plans to open U.S. production in East Greenbush.

Fruitura's business plan calls for extracting the cells of fruit and vegetables that contain nutrients, replicating those cells, rendering them as a dry powder and mixing them into chewing gum, yogurt, cosmetics, or as a healthy "booster shot" in a drink of water or juice.

The company is trying to capitalize in a hyper-competitive space, "fortified" foods and drinks that more and more Americans are consuming. Fruitura contends that it is distinct in the way it is using actual cells from food.

Fruitura plans to hire 50 people in the first three years of operations, likely beginning in 2015. Its buildings will cost between \$7 million to \$10 million, require 40 people to complete, and measure at least 35,000 square feet in size, according to documents submitted to Empire State



PHOTO PROVIDED

Sam Salman, a strategic adviser to the Israeli company Fruitura, says the Capital Region is fast becoming a "powerhouse" in the life sciences area. Fruitura wants in, planning to open a production facility and hire 50 or more workers in three years.

Development Corp.

Fruitura has identified a site on Discovery Drive, by the **University at Albany's** East Campus. Neighbors would include the drug-maker **Regeneron Pharmaceuticals** and Taconic Farms, which breeds mice and rats for specialized lab testing, as well as cancer and genomics research centers.

Fruitura is seeking \$2 million through a regional council that is competing for economic development aid from Gov. Andrew Cuomo's administration. The state will announce funding for hundreds of companies in December.

Sam Salman, an independent strategic adviser for Fruitura in Manhattan, tells me the company has other options in Maryland and Rhode Island. But Fruitura is likely to come to the Capital Region, even if that money does not materialize, he says.

"It's obviously very desirable to have funding. But candidly, there are inherent advantages to the Capital Region," Salman says.

It's all about proximity, he says - to agriculture, yogurt factories, major East Coast consumer markets, and the research going on at schools like the **Albany College of Pharmacy and Health Sciences**, or the SUNY **College of Nanoscale Science and Engineering**.

"It is a no-brainer. I understand the powerhouse the region has become in the life sciences," Salman says.

Fruitura has done clinical trials on humans in Israel, using America's National Institutes of Health system.

Salman says red grapes will be the basis for the first commercialized product, to be made in the U.S.

"We will launch a product that conveys the benefit of red wine, without the sugars or alcohol," Salman says.

"Rarely can you actually grow the cell once it is removed. We have the only process patented and tested to do that," Salman says. "The body recognizes it as a natural cell. It is not a modified substance that the body doesn't normally digest or absorb."

