






Fresh New Flesh Three years ago, most of us couldn't spell "pomegranate." Now, thanks to its antioxidant properties and aggressive marketing—and despite its high price—the juice of this fruit is a big seller. Which exotic produce will storm the U.S. market next? Here, a few contenders.

FRUIT	VITAL DATA	AVAILABLE IN ...	SUPPOSED TO ...
 <p>Noni</p>	<p>Found mainly in the South Pacific. Spud-sized, with knobby, yellow-green rind and white, smelly flesh</p>	<p>Puna Noni Juice; (\$15/32 oz.)</p>	<p>Cure everything from high blood pressure to poor digestion</p>
 <p>Açaí</p>	<p>Native to Brazil, this purple berry has a slight chocolate taste</p>	<p>Zola Açai Power Juice; (\$2.50/11 oz.)</p>	<p>Be a "superfood" rich in antioxidants and omega fatty acids</p>
 <p>Guarana</p>	<p>This South American berry contains guaranine, chemically akin to caffeine</p>	<p>New Tree Vigor Chocolate Bar; (\$4.80/bar)</p>	<p>Act as a natural antioxidant and raise energy levels</p>
 <p>Mangosteen</p>	<p>From an evergreen tree native to Southeast Asia, this fruit has a red-brown rind and juicy, sweet pulp</p>	<p>XanGo Juice; (\$40/750 ml.)</p>	<p>Boost immunities with its antioxidants</p>
 <p>Wild Blueberries</p>	<p>Not exactly exotic, but demand, sellers say, is surging</p>	<p>Eat 'em by the handful or in Mom's home-baked pie; (\$2-\$4/pint)</p>	<p>Protect the heart with antioxidants (again) and pterostilbene</p>

(NONI) ENRIQUE DE LA OSA/EPA/CORBIS; (AÇAÍ) WWW.ZOLAACAÍ.COM; (GUARANA) COLLART HERVE/CORBIS SYGMA; (MANGOSTEEN) TEUBNER/STOCKFOOD/GETTY IMAGES; (BLUEBERRIES) CHARLES KREBS/CORBIS

We, the E-Undersigned ...

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