

The berry that keeps Asia looking young

High in the upper reaches of North-West China lies a land filled with riches. For it's here, on the banks of the Yellow River and in the shade of the mist-covered Liupan Mountains that the people of the Ningxia region have been growing one of Asia's most sought-after foods for centuries.

This small, **oval**-shaped berry has been called the "red diamond" as it is thought to have anti-ageing powers and has achieved newfound global status as a superfood, but to the people of China, who have been using it medicinally since the 3rd Century, it's simply called the **goji** berry or wolfberry.

oval 椭圆形

goji 枸杞

The Chinese view the goji berry as both a fruit and a herb, and the berry that's packed with vitamin C, **antioxidants**, **amino acids** and **trace minerals**, is prescribed by TCM doctors to boost liver and kidney function.

antioxidants 抗氧化剂

amino acids 氨基酸

trace minerals 微量矿物质

But times are changing for this simple berry, including how it is consumed. The ancient goji berry, which has long been part of Chinese culture, is now being viewed as a superfood both in China and beyond.

Asia's younger generations are embracing the goji berry, but giving it their own twist. For example, members of Gen Z are now buying "**wellness** kettles" for their goji berry tea.

wellness 健康

Young chefs in Asia are also using goji berries in their dishes to give them a little local flavour. It was the goji berry that Chef Anna Lim turned to when she was invited to make a limited-edition breakfast dish for fast food giant McDonald's.

Beyond dining out, health-conscious consumers wanting to embrace the superfood as Asian families have done for generations, can simply throw some goji berries into their soup or tea, and enjoy the taste of the sweet *raisin*-like superfood that keeps Asia looking and feeling young.

raisin 葡萄干